

# Experts Segments: Everything You Need to Know

The New York City real estate market is diverse, yet specific. As such, depending on their experience and deal history, Experts can opt in or out of receiving certain types of buyer and seller connections.

These segments (some of which are also addressed in [Types of Connections – and How to Work Them](#)) are a great way for Experts to refine their connections based on their expertise and where they can help consumers the most. Here's your guide to all available segments.



## Vertical Living (Building Match)

**DESCRIPTION:** Experts opt into buildings and are matched with buyers who've shown interest in that building, or a listing within the building. Properties can be condo, co-op, condop, hybrid, or mixed-use buildings containing at least four residential units.

**ELIGIBILITY:** All Experts are eligible for this segment, in buildings where they've completed at least one deal in the last 10 years.

**HOW TO OPT IN/OUT:** In Agent Tools, go to **Experts > Campaigns** where you'll see your eligible buildings. Toggle the button in the final column to opt in or out of a building.

Buildings (5) ↕	<a href="#">Active Listings</a> ↕	<a href="#">Active Experts</a> ↕	<a href="#">Your Deal History</a> ↕	Opt In ↕
<b>800 WEST 81ST STREET</b> Upper West Side 4 sales in last 12 months	2 Sales	6	1 Sale	<input checked="" type="checkbox"/>



## Like Listings (Neighborhood Match)

**DESCRIPTION:** Experts opt into neighborhoods and are matched with buyers who've shown interest in listings within those neighborhoods.

**ELIGIBILITY:** All Experts are eligible for this segment, in neighborhoods where they've completed at least one deal in the last 10 years.

**HOW TO OPT IN/OUT:** Go to **Experts > Campaigns** and toggle the button next to Like Listings. Click **Manage Neighborhoods** to choose your neighborhoods for this segment.

Like Listings ⓘ | [Manage Neighborhoods \(22 selected\)](#)

Opt In



## Buyer Match (Buyer Agent Match)

**DESCRIPTION:** Experts are matched with buyers whose searches or recent behavior on StreetEasy overlap with the Expert's experience, on criteria such as location (borough, neighborhood, sub-neighborhood), price, bedroom count, or property type (condo, co-op, etc.).

**ELIGIBILITY:** All Experts are eligible for this segment, in neighborhoods where they've completed at least one deal in the last 10 years.

**HOW TO OPT IN/OUT:** Go to **Experts > Campaigns** and toggle the button next to Buyer Match. You can also click **Manage Neighborhoods** to choose your neighborhoods for this segment.

Buyer Match ⓘ | [Manage Neighborhoods \(18 selected\)](#)

Opt In



## Townhouse Experts

**DESCRIPTION:** Experts are matched with buyers seeking townhouses. “Townhouse” properties must be one-, two-, or three-family homes.

**ELIGIBILITY:** Experts with experience helping buyers purchase townhouses are eligible for this segment, in neighborhoods where they’ve completed townhouse deals.

**HOW TO OPT IN/OUT:** If you’re eligible for this segment, go to **Experts > Campaigns** where you’ll see **Townhouse Experts** and a button to opt in or out. Click **Manage Neighborhoods** to choose your neighborhoods for this segment.

Townhouse Experts ⓘ | [Manage Neighborhoods \(4 selected\)](#)

Opt In



## Listing Agent Match (Expert Match)

**DESCRIPTION:** Sellers who’ve claimed their home using our [seller tools](#) are matched with Experts who’ve sold similar listings.

**ELIGIBILITY:** Experts with sell-side deals are eligible for this segment.

**HOW TO OPT IN/OUT:** [Claim your sell-side deals](#) to inform StreetEasy of your selling experience. To opt out, contact your Business Advisor.



## Experts Launch

**DESCRIPTION:** Experts are matched with buyers at entry-level price points.

**ELIGIBILITY:** This segment is invite-only. Neighborhood eligibility is based on past Launch segment performance.

**HOW TO OPT IN/OUT:** If you've been invited to this segment, go to **Experts > Campaigns** where you'll see **Experts Launch** and a button to opt in or out. Click **Manage Neighborhoods** to choose your neighborhoods for this segment.

Experts Launch ⓘ | [Manage Neighborhoods \(2 selected\)](#)

Opt In



## Luxury Experts

**DESCRIPTION:** High-performing Experts with experience at luxury price points are matched with buyers who've shown interest in homes at such price points.

**ELIGIBILITY:** This segment is invite-only.

**HOW TO OPT IN/OUT:** Be sure to [claim your buy-side deals](#) so your deal history reflects your experience at luxury price points.

### GOOD-TO-KNOW



## StreetEasy Concierge

**DESCRIPTION:** Our StreetEasy Concierge service allows [buyers](#) and [sellers](#) to contact the Concierge and be connected with an Expert whose experience matches their needs. [Learn more](#) about Concierge and how it fits into the Experts program.

**ELIGIBILITY:** All Experts are eligible for this segment.

**HOW TO OPT IN/OUT:** Contact your Business Advisor.