

Experts Segments: Everything You Need to Know

The New York City real estate market is diverse, yet specific. Accordingly, Experts can choose what types of buyers and sellers they receive connections from, so long as their experience lines up with the eligibility criteria.

These **segments**, some of which we also addressed in [Types of Connections – and How to Work Them](#), are a great way for Experts to refine their connections based on what they specialize in and where they can help clients the most. Here's your guide to all available segments and what's required to opt into them.



Building Match (Vertical Living)

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

ELIGIBILITY CRITERIA: Experts are eligible for buildings in which they've completed deals in the past.

CONSUMER PLACEMENTS (IF YOU OPT INTO THIS SEGMENT, WHERE WILL YOU APPEAR TO CONSUMERS ON THE STREETEASY WEBSITE?):

Listings, building pages

HOW TO OPT IN: On the StreetEasy site or the Agent Tools app, go to Experts > Campaigns where you'll see the buildings for which you're eligible. Toggle the button in the final column to opt into a building.

[continued →](#)

Building ↕	Active Listings ↕	Active Experts ↕	Your Deal History ↕	Opt In ↕
35 UNDERHILL AVENUE Prospect Heights 8 sales in last 12 months	1 Sale	6	1 Sale	<input checked="" type="checkbox"/>
369-371 HARMAN STREET Bushwick 2 sales in last 12 months	0 Sales	0	1 Sale	<input type="checkbox"/>



Neighborhood Match (Like Listings)

DESCRIPTION: Experts opt into neighborhoods, and within those neighborhoods, they're matched with buyers who've shown interest in listings relevant to the Expert's experience.

ELIGIBILITY CRITERIA: All Experts are eligible for this segment.

CONSUMER PLACEMENTS: Listings

HOW TO OPT IN: Go to Experts > Campaigns and toggle on the Like Listings segment. You can also click 'Manage Neighborhoods' to choose your neighborhoods for this segment.

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

Opt In



Buyer Match

DESCRIPTION: Experts are matched with buyers whose search criteria overlaps with the Expert's experience: by area (borough, neighborhood, sub-neighborhood), price, and bedroom count.

ELIGIBILITY CRITERIA: All Experts are eligible for this segment.

CONSUMER PLACEMENTS: Search results page

HOW TO OPT IN: Go to Experts > Campaigns and toggle on the Buyer Match segment. You can also click ‘Manage Neighborhoods’ to choose your neighborhoods for this segment.

Buyer Match ⓘ | [Manage Neighborhoods \(22 selected\)](#)

Opt In



Seller Match

DESCRIPTION: Experts are matched with sellers whose homes are similar to those the Expert has sold in the past.

ELIGIBILITY CRITERIA: Experts who’ve sold at least three listings are eligible for this segment.

CONSUMER PLACEMENTS: [Sell With an Expert](#) landing page, off-market listings

HOW TO OPT IN: Contact your Business Advisor.

To learn more about Seller Match, see our blog on [How Experts Can Work With Sellers](#).



Townhouse Match

DESCRIPTION: Experts are matched with buyers seeking townhouses.

ELIGIBILITY CRITERIA: Experts with experience in townhouse deals are eligible for this segment.

CONSUMER PLACEMENTS: Listings

HOW TO OPT IN: If you're eligible for this segment, go to Experts > Campaigns where you can toggle on Townhouse Experts. You can also choose your neighborhoods for this segment by clicking 'Manage Neighborhoods'.

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

Opt In

Additionally, there are two invite-only segments you may want to be aware of:



Luxury Match

This invite-only segment is reserved for top Experts with demonstrated success in luxury properties, defined as listings over \$5M.



Experts Launch

If you're looking for opportunities to receive more connections and expand your areas of expertise, discuss with your Business Advisor whether this segment would be a good fit for you.