



FOR BROKERS & AGENTS

New York City · Referral partner brief

The room divider system that closes the deal.

— *when the client wants a 2BR and the listing is a 1BR.*

Building-approved. Lease-compatible. Installed in hours.

For rental brokers, sales agents, and leasing teams across NYC.

1W2R.COM

01 · THE DEAL PROBLEM

Your client wants more rooms than the listing has.

The same conversation, every week. A couple expecting a baby looking at one-bedrooms. Two friends who want a real two-bedroom but can only afford a convertible. A buyer who needs a home office. The unit's right; the layout isn't.

The old answer was a temporary wall — and now it isn't an answer at all.

— **Buildings are saying no.** Pressurized walls, bookcase walls, flex walls — management is increasingly rejecting them across the city. The vendor your client found on Google may not get past the COI review. The violation lands on building ownership, but the lost deal lands on you.

— **"Convertible" is a soft promise.** Listings that hint at flex space don't always close. Clients want to see the layout before they sign — not imagine it. A divider in place, or staged in the photos, removes the "but how does it really work" friction.

— **You lose the deal — or the commission shrinks.** They walk to the next building. Or they take a smaller unit at a lower rent. Either way, the upside disappears. Across a year of these conversations, the gap adds up to real money.

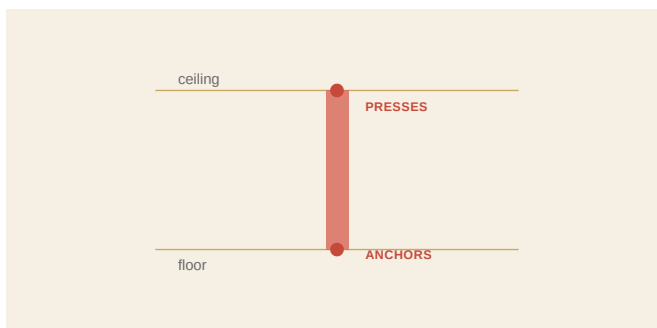
The category needed a product brokers could actually recommend.

02 · THE DIFFERENCE

Why management approves this one.

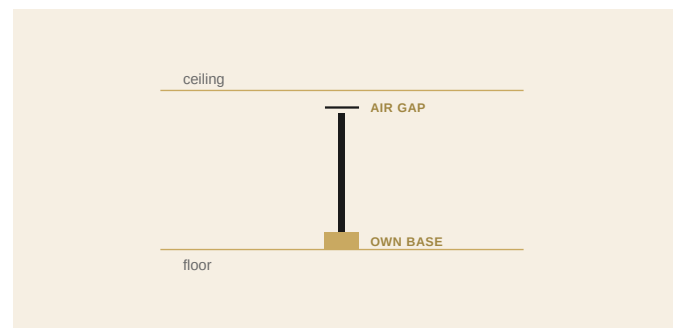


Installed 1W2R freestanding divider. The frame sits on its own base – with no contact to ceiling, walls, or floor.



PRESSURIZED WALL

Contacts ceiling and floor.



1W2R DIVIDER SYSTEM

Stands on its own. No contact with the apartment.

The system stands on its own. It does not press against the ceiling. It does not fasten to the floor. By any reasonable inspection, it is furniture – a freestanding room divider, not a wall. Which means you can recommend it without checking with management first.

03 · WHERE THIS CLOSES DEALS

Three scenarios. Three closes.

01

The convertible that converts.

Client wants 2BR, listing is a flex 1BR. Show them the unit with a 1W2R rendering or, if it's your listing, stage it with one in place. The "could be a 2BR" becomes "is a 2BR." Lease signs. Sale closes. You earn the full commission on the layout that worked.

02

The growing family.

Couple expecting a baby in a 1BR they otherwise love. Adding a nursery used to mean moving — and a stressful, drawn-out search. Now it means a divider, installed in a few hours. They renew, or they buy. You keep the relationship and the future referrals from their parent-network.

03

The roommate split.

Two tenants, one bedroom. Old answer was a temporary wall and a fight with management — or two roommates walking away from the lease entirely. New answer is 1W2R, approved in the lease addendum, installed before move-in. Two signatures instead of zero. Deal closed cleanly.

Three deals you'd otherwise leave on the table — closed.

04 · WHAT WE OFFER BROKERS & AGENTS

A referral program built for how you actually work.



Available in multiple finishes — white, black-frame, aluminum, custom. Matched to the listing's aesthetic.

Referral commission

We pay a referral fee on every deal that closes through your introduction. Structure and amount we'll cover on the call — comfortable rates, paid on completion.

Listing language

A one-pager you can send clients, plus pre-approved copy for StreetEasy descriptions ("Flex-2 capable · 1W2R divider available") that doesn't trigger compliance review.

Listing staging

For active listings, we install a sample unit on-site for showings. Closes faster, shows better in photos, comes out for the next tenant. We coordinate directly with the building.

Single point of contact

One vendor, one number, one COI on file with the major firms. Your client gets a real answer in 24 hours — not three weeks of vendor roulette while the deal goes cold.



05 · WHO WE ARE

More than 25 years in this category.

More than 25 years inside NYC's residential partition category. We saw what wasn't working — the building rejections, the broken closes, the clients who walked because the layout didn't fit — and built a system that solves those problems by design, not by marketing claim. Today, 1W2R is the only NYC vendor whose system is engineered to not touch the ceiling, walls, or floor.

FOR OUR MEETING

We'll bring a working sample.

A scale panel with a functioning slider, hardware, and finish samples. Fifteen minutes, in your office or over coffee.

NEXT STEP

Schedule the 15-minute call

sales@1w2r.com

212.671.0722

— The 1W2R Team

**1W
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