

REAL ESTATE WEEKLY

It's lights, camera and action for IntoTheBox.tv

By Jason Turcotte

It's a rat race out there and since moving to New York City in 2000, Rachel Natalie Klein has felt boxed into the real estate scene. Now she's looking to bring the industry's stories and idiosyncrasies to a new medium coined IntoTheBox.tv – an interactive Web site dedicated to the world's number one real estate market.

"There's a million ideas in my head," said Klein, IntoTheBox founder. "Everyone's got a story and being in New York City and having 13 million New Yorkers on top of each other is better than fiction."

Klein's no-holds-barred approach to New York real estate is brought to life through a man-on-the-street reporting style; she launches video-format stories daily. Her goal is to fill the real estate entertainment "void," but couple such entertainment with testimony and data.

"We're so new and I'm certainly still finding my voice but as I do it, I want these stories to combine information with entertainment," Klein said. "Right now

my hands are in everything, which has been great but really challenging."

Klein, an Indiana native and a journalism graduate of Northwestern University, writes all of her scripts and coordinates the interviewing but works with a cameraman. She likened the exhaustive nature of the launch to "giving birth." Production often involved 3 or 4 a.m. work nights.

But Klein was happy to devote her career to the dynamic real estate beat and move on from her reporting career on network television. And with IntoTheBox, Klein's first company, came a welcomed autonomy. Now, she's accountable to no one.

"There were certain things I couldn't say, things I couldn't do; there's a protocol at networks," Klein said. "And I thought to myself 'I don't want to spend every April 15 standing at the post office covering late tax filings.'"

But there's little monotony with the Web site's projects and Klein tackles a variety of real estate perspectives.

One perspective she's most fond of is the Sept. 27 segment that focused on real estate and race. To shed light on Manhattan's trend toward homogeneity, Klein called upon Patrice Evans, a well-respected black author. He offered a unique perspective to Manhattan's real estate segregation. Other notable segments include a story examining why artists and the gay community is always at the forefront of gentrification, and a story on famed designer Enrique Norton's high, high-end residential development in Tribeca.

On Halloween, she aired a segment exploring the freakiest New York properties in a haunted house exhibition. Other recent stories include Hoboken's hip-ness factor, the Knitting Factory (which just hit the market) and Murray Hill's chicest new residential development. While residential-heavy early on, Klein plans to allot



Rachel Natalie Klein, IntoTheBox.tv founder.

more time to commercial stories as well – including anything and everything real estate.

"It's examining the psychology, the sociology and the economics behind New York City living and real estate," she said.

IntoTheBox is a full time endeavor for Klein and on Nov. 5 she aired her first commercial real estate story, which featured developer Michael Kaufman, of the Kaufman Organization.

For more information, check out www.IntoTheBox.tv.