

Nick Orlando.

NYC Neighborhood Reporter and Licensed Real Estate Agent

Covering neighborhoods, development, restaurants, transit, and the stories shaping every corner of New York City.

● @NICKORLANDONYC

● INSTAGRAM + TIKTOK

● LICENSED RE · NY · NJ · CT

1.4M+

12-MO VIEWS

6,100+

FOLLOWERS

~20%

ENGAGEMENT

444K

TOP VIDEO



A neighborhood reporter *you can trust.*

"I cover everything happening in NYC — and let you decide what to think about it."

Licensed in New York, New Jersey, and Connecticut — credibility lifestyle creators don't have.

The only NYC creator who covers what's changing in the city and can actually tell you what it means for your next move.

— CONTENT MIX

40%

Development and Change

Zoning fights, new towers, neighborhood transformation

20%

Transit and Infrastructure

MTA changes, bike lanes, street redesigns

20%

Restaurants, Bars, and Lifestyle

Openings, closings, hidden gems, local institutions

10%

Real Estate Market

Prices, trends, data-driven stories

10%

NYC History & Nostalgia

Then vs. now, transformation stories

Why brands *work with Nick.*

Nick's audience isn't passive scrollers — they're NYC professionals actively making housing, dining, and lifestyle decisions. His content influences where they eat, where they move, and what they buy.

— 01

NYC-First Authority

65% of followers are based in New York City — among the most concentrated local audiences of any NYC creator at this size.

— 02

Purchase-Intent Audience

Sellers, buyers, investors, and relocators tracking the market — people planning moves, purchases, and upgrades.

— 03

Stellar Engagement

~20% IG engagement rate and ~7.7% TikTok — both Stellar tier. Industry average is 1–3%. Smaller audience, stronger influence.

— 04

Licensed RE Credibility

Licensed agent in NY, NJ, and CT — giving brand partnerships real estate authority that lifestyle creators alone cannot offer.

— 05

Algorithm Reach

94.1% of Instagram views come from non-followers. The algorithm actively distributes content to new NYC audiences every day.

— 06

All Five Boroughs

Genuine five-borough reach — not just Manhattan. Full breakdown in the Audience section.

— 07

Dual-Platform Reach

Instagram followers skew 35–54, female-leaning, NYC metro buyers. TikTok viewers skew 25–34, male-leaning, nationally distributed. One partnership, two distinct audiences. Few creators at this size offer both.

The numbers, in detail.

Instagram May 1, 2025 — May 4, 2026 · 12 months

TOTAL VIEWS

1,002,354

979,789 organic · 22,565 ads

TOTAL REACH

510.6K

↑ ~390x YoY

CONTENT INTERACTIONS

110K

↑ 100%

NET NEW FOLLOWERS

3,971

4,407 lifetime total

NON-FOLLOWER VIEWS

94.1%

Algorithm-distributed

SHARES · JAN-MAY '26

25,337

Highest-value engagement signal

2026 Momentum — 621K organic views in just the first 4 months of 2026. Last 28 days: 1,300 new followers (+172%). Growth is accelerating.

TikTok May 1, 2025 — Apr 30, 2026 · 12 months

ENGAGED AUDIENCE

42,834

Liked, shared, or commented

POST VIEWS

430K

95.2% from FYP

TOTAL VIEWERS

478K

326K new viewers

LIKES + SHARES

39.7K

30K likes · 9.7K shares

NET FOLLOWERS · 12MO

1,406

1,748 total all time

FYP DISTRIBUTION

95.2%

Algorithm-served reach

Both platforms rank "Stellar" — over 5% — on the standard brand partnership engagement scale. Industry average is 1–3%.

IG ENGAGEMENT

20%

STELLAR

TIKTOK ENGAGEMENT

7.7%

STELLAR

40K–444K+

Top Content View Range

6,200

Avg IG Views / Post

714

Avg IG Interactions / Post

7+

Posts / Week Since Nov '25

Stories that *moved.*

- BREAKOUT • 40K-444K+ VIEWS

- 1** **Fifth Avenue Is Getting Redesigned**
● TT + ● IG **548K+** combined 104K TT · 444K IG
- 2** **Nike Is Officially Out of SoHo**
● Instagram **195.2K** views **10.5K** shares
- 3** **Whole Foods Coming to Queens**
● TikTok **77K** views
- 4** **SoHo House's Largest NYC Location**
● IG + ● TT **83.4K** combined
- 5** **Bay Ridge: 55 Feet vs 145 Feet**
● IG + ● TT **113K+** combined
- 6** **Hell's Kitchen Ninth Ave Is Changing**
● IG + ● TT **65K+** combined

- STRONG PERFORMERS • 20K-65K COMBINED VIEWS

- 7** **NYC Landlord Rent Signs**
● Instagram **57.5K** views **1,180** saves
- 8** **Nespresso Flatiron Secret Coffee Bar**
● IG + ● TT **62.6K** combined
- 9** **RIP Orange Subway Seats**
● IG + ● TT **62K+** combined
- 10** **Union Square's First Rooftop Bar**
● IG + ● TT **44.5K** combined **2,024** shares
- 11** **14th Street River-to-River Makeover**
● IG + ● TT **40.8K** combined
- 12** **Carbone Health Inspections**
● IG + ● TT **26.5K** combined **1,575** shares
- 13** **Sold in 35 Days — 102% of Asking**
● TikTok **16.1K** views **819** likes

AUDIENCE SNAPSHOT

CORE DEMO

25-54 professionals

PRIMARY LOCATION

NYC Metro · 68%+

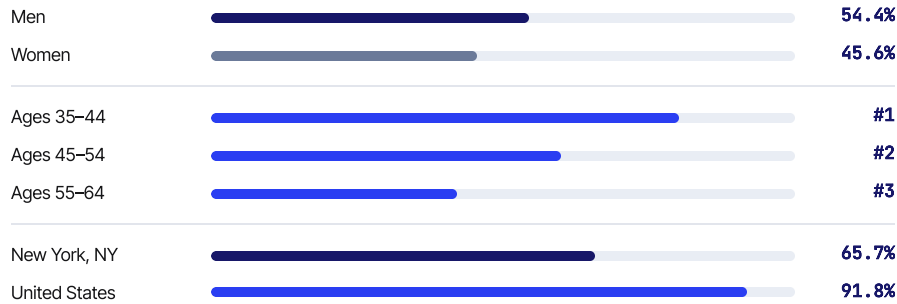
AUDIENCE TYPE

Buyers, sellers, investors, relocators

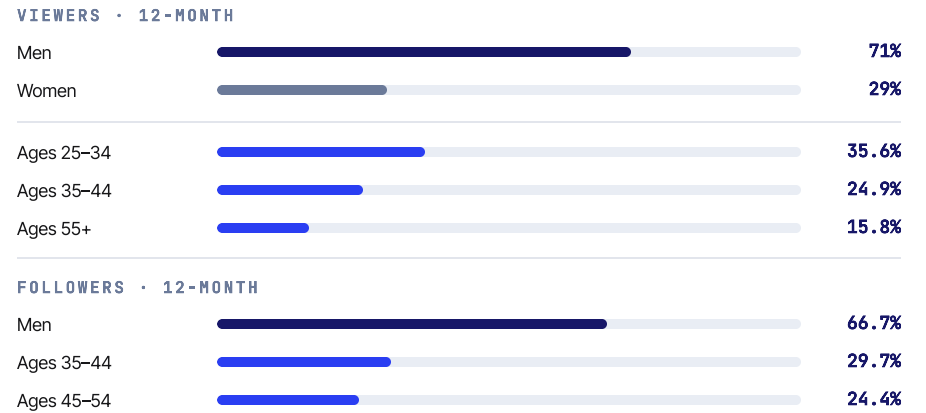
TOP INTERESTS

Real estate, dining, transit, lifestyle

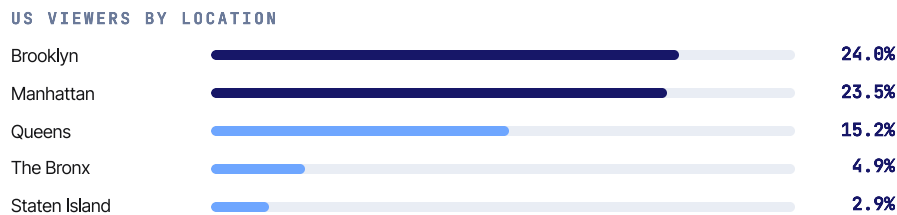
Instagram Demographics



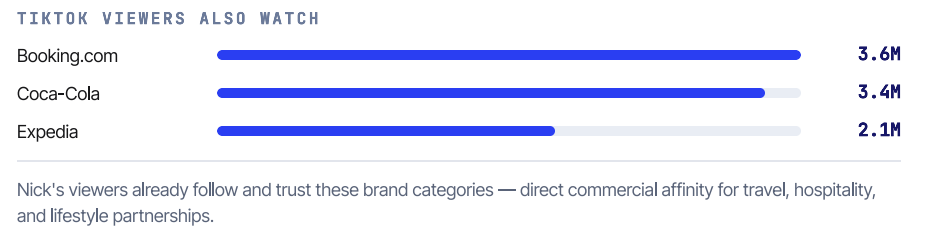
TikTok Demographics



NYC Borough Breakdown — TikTok



Brand Signal



Brand collaborations *I take on.*

- 01

Real Estate and Home Services

Lenders, attorneys, stagers, interior designers, developers, title companies, furniture, staging. Directly aligned with Nick's licensed background and buyer/seller audience.

- 02

Travel and Relocation

Expedia, Booking.com, moving companies, Airbnb. TikTok viewers already follow these brands — proven commercial affinity.

- 03

NYC Hospitality and Tourism

Hotels, restaurants, rooftop venues, members clubs. Lifestyle content draws a younger, more female audience — strong fit for premium hospitality brands.

- 04

Food and Dining

Restaurant brands, food delivery, culinary experiences. Food content reaches national audiences through broad search — not just NYC locals.

- 05

Finance and Investment

Mortgage lenders, wealth management, real estate-adjacent financial products. 35-54 professionals on IG with purchase-intent mindset.

- 06

Urban Lifestyle and Wellness

Luxury gyms, med spas, boutique fitness, concierge health, local services. Engaged NYC professionals across all five boroughs.

- PARTNERSHIP FORMATS • RATES AVAILABLE ON REQUEST

Sponsored Reels (IG + TikTok) · Instagram Story campaigns · Neighborhood Spotlight features · Luxury listing and property tours · Developer launch campaigns · Custom formats available

Let's build *something.*

Nick partners with brands that fit his audience. Reach out for rates, availability, and ideas.

[Get in Touch ↗](#)

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