Brokers and renters seeking offices with better broadband

WiredScore, which ranks office buildings for their connectivity, has certified 262 buildings in New York, or almost a third of the city's office space. The Empire State Building and parts of Industry City are among the more than 70 properties that have been certified platinum

[Matthew Flamm](#)

Published: May 24, 2016 - 9:24 am

WiredScore, the certification program that was launched in 2013 to promote better broadband and create standards for connectivity, has achieved liftoff. The joint project of developer (and Donald Trump son-in-law) Jared Kushner and the New York City Economic Development Corporation has now rated 650 buildings in 50 cities, WiredScore announced Tuesday.

According to WiredScore co-founder and CEO Arie Barendrecht, real estate brokers like Newmark now routinely ask landlords if their buildings have been rated as part of lease negotiations, and the co-working giant WeWork includes a question about certification when it is looking for new space.

"They're asking the landlord, 'Does their building have Wired certification, and if so, at what level?'" he said. "It checks such an important box for the tenant. They can know the connectivity is at a superior level."

WiredScore engineers verify a building's broadband infrastructure and can suggest changes to improve its rating—which goes from "certified" up through silver, gold and platinum.

New York currently has 71 platinum buildings out of the 262 that are certified. They include the Empire State Building and buildings Number 1, 2 and 10 in Industry City in Brooklyn. A platinum building has at least four fiber-optic cable providers as well as fixed-wireless and coaxial cable options.

Initially called WiredNYC, the program started out working with what Barendrecht describes as ["progressive" landlords who were interested in upgrading](#)their broadband offerings at a time when tenants often didn't think about Internet choices until after they'd moved in. Last year the program changed its name to WiredScore and began reaching out to other cities. It has now certified 49 buildings in Washington, D.C., and 44 in Boston. Other cities where it's getting started include Chicago, Seattle, San Francisco and London.

"Now we have not just the landlord community, but the other side of the real estate equation—the

brokers and tenants," Barendrecht said. "That's pushing this gain in adoption."

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