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Corcoran joins ResidentialNYC.com

Prudential Douglas Elliman is the last major hold-out to ResidentialNYC.com, the free, public real estate listings Web site of The Real Estate Board of New York (REBNY) after Corcoran Group announced this week it is adding its exclusive home listings to the site.

With the addition of Corcoran's exclusive listings, the number of listings available on ResidentialNYC.com will double, enabling the public to have free access to, on average, nearly 10,000 property listings throughout the city.

ResidentialNYC.com is the first Web site to give the public access to exclusive home listings that were previously available only to brokers. ResidentialNYC.com allows consumers to easily navigate through the site.

Listings are updated every three hours to ensure accuracy and avoid the duplication. ResidentialNYC.com does not require users to register in order to search.

"The timing was right for us. ResidentialNYC.com is a consumer-friendly site that offers easy search and requires no registration. We are pleased with how the site has developed and we are happy to partner with REBNY to provide consumers with an expanded listing source," said Pamela Liebman, president and chief executive officer of The Corcoran Group.

Steven Spinola, REBNY's president, said, "The Corcoran Group has long been at the forefront of REBNY's effort to encourage the sharing of listings and was one of the first firms to support the co-brokering of exclusive properties. We are thrilled with their decision to help REBNY bring transparency to the real estate transaction process. By join-

ing ResidentialNYC.com, Corcoran has taken another positive step to provide the public with easy access to more exclusive listings."

Since its inception, ResidentialNYC.com has received more than 35 million hits. Visitors to the site can search Open House schedules for available properties by day and utilize keyword searches such as "pet friendly" or "door-man" if they have specific needs for a property. "ResidentialNYC.com is all about convenience and providing New Yorkers easy access to the most up-to-date, accurate and reliable information about what is available in the real estate market," added Spinola. "The addition of Corcoran's thousands of exclusive listings makes ResidentialNYC.com an even better resource for consumers."

ResidentialNYC.com has enhanced mapping features that allow users to view listings at the street level and get a better idea of the neighborhood and block where a property is located.

The national real estate search engine Trulia.com powers ResidentialNYC.com, which is owned and managed by REBNY.

The board has said it is "still talking" with PDE about adding its exclusives to the RLS. It is the only major firm in the city which does not yet do so.