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REBNY's the lead story at city news channel

ResidentialNYC.com — the Real Estate Board of New York-owned web listings — is to NY1Residential.com as part of an agreement to create a joint venture between the REBNY and NY1 News, the 24-hour news channel, part of Time Warner Cable's Local News Division.

The collaboration will take the power and informational content of one of New York City's largest online home-finding resources and marry it with NY1's coverage of the real estate market within the five boroughs.

A major advertising blitz is set to be launched to promote the initiative which will increase the digital offerings NY1 makes available to New Yorkers.

Right now, NY1.com's dedicated real estate section

provides information on the real estate market, along with archived, on-air real estate segments available for viewing. The network's weekly Real Estate Report also showcases ResidentialNYC.com.

"NY1 is proud to partner with REBNY on a site that presents the best real estate listings in New York City," said Steve Paulus, regional vice president and general manager for NY1 News.

"In just a few years since its launch, ResidentialNYC.com has emerged as a vital, 'go-to' resource for New Yorkers looking for homes to buy or rent," said Steven Spinola, president of REBNY.

"This expanded collaboration with NY1 will deliver this essential real estate resource to a larger audience

than ever before."

"It will greatly enhance the exposure of the site to reach more direct consumers proving beneficial to both the companies and agents whose listings are featured on our site," John Wollberg co-chair of ResidentialNYC.com and an executive director of Sales at Halstead Property said. "The wave of the future is the connecting of digital resources to broadcast media to reach even more targeted audiences."

"Moreover, REBNY members will reap substantial new marketing advantages by leveraging this new, high-impact marketing platform," added Spinola.

NY1Residential.com is scheduled to debut early in the second quarter of this year.