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Property Shark Jumping Into Online Listings Game



Real estate data site [Property Shark](#) is looking to compete with sites like [ResidentialNYC](#) and [StreetEasy](#). Starting this September, Property Shark is going to introduce residential listings, according to an article in [Crain's](#). New York City-centric sites like StreetEasy and REBNY's ResidentialNYC both say they're growing. Despite the U.S. housing slump, meanwhile, national listings sites Trulia and Zillow have both reported "substantial infusions of venture funding." "Listings are a commodity," says PropShark's chief executive. "For us, it's an extension of the business. We are already generating revenue. Think there's room for another player in the online listings field?

[Real Estate Web Battle Intensifies](#) [Crain's]