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WEBSITE GETS BETTER

By LOIS WEISS

Thursday, March 12, 2009 - ResidentialNYC.com -- a one-stop shop for New York City home listings sponsored by the Real Estate Board of New York -- has upgraded its Web site with a new look and enhanced features.

Visitors to the site can now search Open House schedules for available properties by date, and can also do keyword searches if they have specific needs for a property such as "pet friendly" or "doorman."

The Web site also has a new layout and more detailed property page to make it more user-friendly. In addition, ResidentialNYC.com has added enhanced mapping features so users can view listings at the street level and have a better idea of the neighborhood and block where a property is located.

The enhancements are the result of ResidentialNYC.com's switch to a new web system, the Trulia Publishing Platform. Trulia.com, the national real estate search engine, powers ResidentialNYC.com, which is owned and managed by The Real Estate Board of New York (REBNY), the city's real estate trade association.

"More and more New Yorkers are turning to ResidentialNYC.com for their home search and these new upgrades will only make the site easier to use," said Steven Spinola, REBNY President. "We knew there was a need to provide consumers with one Web site where visitors could find the most comprehensive list of available exclusive properties and where listings are constantly updated for accuracy."

On ResidentialNYC.com, consumers can now easily view properties with the new "My Search Results" box and see how a property compares to average sales prices in New York City. The site's real estate guides are also improved showing more of the latest real estate market statistics and trends and other useful information.

ResidentialNYC.com is the first comprehensive Web site enabling the public to link to thousands of exclusive home listings in New York City, which previously were only available to brokers. Since its inception, it has received more than 23 million hits, exceeded 980,000 page views and 276,000 unique visitors.