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ResidentialNYC.com Forges First Media Partnership

--The New York Sun to Utilize REBNY Web site for Residential Listings--

NEW YORK, November 27, 2007 – The Real Estate Board of New York, Inc. (REBNY), the city's oldest and largest real estate trade association, today announced that it has formed a partnership with *The New York Sun*, making ResidentialNYC.com the exclusive content provider of the daily newspaper's online real estate listings.

Launched on September 28th, ResidentialNYC.com is the first comprehensive Web site enabling homebuyers to link to thousands of exclusive home listings in New York City from thousands of REBNY residential member brokers. The site will provide access to condos, co-ops, townhouses and homes both for sale and for rent. ResidentialNYC.com also contains a wealth of information about New York City's residential real estate market, neighborhoods, school districts and more, making it the only true one-stop destination for New York City homebuyers on the Web.

ResidentialNYC.com will operate within a framed *New York Sun* browser window where search pages, listings and other pages from the site will be displayed. Access to ResidentialNYC.com listings and other features will be accessible through links on www.nysun.com and will be promoted through both online ads as well as ads in the newspaper's hard copy edition.

"This is the first of what we expect will be a number of partnerships with New York City publications that see ResidentialNYC.com as a cost-efficient way to make the most comprehensive collection of exclusive broker listings available to their readers," said REBNY President Steven Spinola. "Although it launched less than two months ago, ResidentialNYC.com already is changing the way consumers shop for homes in New York City. It will continue to do so as we add new features early next year and as additional brokerage firms see the extraordinary value in the Web site and get on board."

As of November 24, ResidentialNYC.com logged more than 3.75 million hits and 153,000 page views by nearly 30,000 unique visitors. The average unique visitor to ResidentialNYC.com spent nearly nine minutes on the site.

The numbers indicate that visitors are viewing multiple listings and accessing the plethora of information on the site, with each accessing an average of five pages. By clicking a property listing link, visitors are directed to a page on a participating broker's site, so those are not counted among the five pages viewed by the average unique visitor.

The REBNY Listing Service (RLS), a system in which REBNY member brokers have shared their exclusive listings with each other since 2003, serves as the backbone of ResidentialNYC.com, which makes those listings accessible to the public. The Web site facilitates home searches based on purchase or rental price, type of property, number of rooms, and neighborhood. When a listing is found, the user can link directly to the online posting of the property on a REBNY member brokerage firm's website to review details and broker contact information. The user also can save the listing in a "favorites" folder for future access or email a direct link about the property with notes.

ResidentialNYC.com also enables consumers to stay informed via email of listings that match their specific search criteria. The portal will offer consumers additional resources such as borough guides, neighborhood and school district information, a mortgage calculator, a glossary of standard real estate terms, buyer, seller and renter guides, FAQs, and a complete list of participating brokers and links to their websites. The site has added four additional brokerage firms since its launch, bringing the total number of firms on the site to 64. More are expected to join in the weeks and months ahead.

ResidentialNYC.com is powered by Trulia.com, the leading national real estate search engine, giving New York City home seekers access to Trulia's award-winning, intuitive interface and full set of free and interactive consumer tools. Initially, the largest number of listings on ResidentialNYC.com will be for Manhattan and parts of Brooklyn. Queens and Bronx properties are on the site as well. REBNY expects the number of outer borough listings to increase in the months ahead.

About *The New York Sun*

The New York Sun, a five-day-a-week broadsheet, was first published in April 2002 and offers the New York metropolitan market unique opinions and comprehensive, intelligent coverage of local, national and international news, politics, culture, business and the arts.

About The Real Estate Board of New York.

The Real Estate Board of New York is the city's leading real estate trade association with 12,000 members. REBNY represents major commercial and residential property owners and builders, brokers and managers, banks, financial service companies, utilities, attorneys, architects, contractors and other individuals and institutions professionally interested in the City's real estate. REBNY is involved in crucial municipal matters including tax policy, city planning and zoning, rental conditions, land use policy, building codes and legislation. In addition, REBNY publishes reports providing indicators of market prices for both the residential and commercial sectors.

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