

NEWS

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**From: ResidentialNYC.com from
The Real Estate Board of New York (REBNY)**

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ResidentialNYC.com – the one-stop shop for NYC home listings – Gets upgrades, new user-friendly look

Open House search, new layout, enhanced mapping and keyword search, Make it even easier to find a home on the site

NEW YORK, March 11, 2009 – To benefit the millions of potential homebuyers and renters who live in or would like to move to New York City, ResidentialNYC.com -- the one-stop shop for the most up-to-date, exclusive New York City home listings on the web -- has upgraded its Web site with a new look and enhanced features to make it even easier to find a home.

For the first time, visitors to the site can 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 leading 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. ResidentialNYC.com does exactly that and more.”

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.

ResidentialNYC.com is featured on television through its partnerships with NY1 for the weekly Real Estate Report and on the CW11's Sunday real estate program NYResidential TV.

About ResidentialNYC.com

Launched in September 2007, 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 provides 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.

The Real Estate Board of New York is the city's leading real estate trade association with over 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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