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REBNY AND NY1 NEWS LAUNCH NY1RESIDENTIAL.COM

AFTER NEARLY FOUR YEARS AS NEW York City's most trusted real estate listings Web site with thousands of listings from New York's finest brokers, ResidentialNYC.com is now NY1Residential.com.

The new site, with listings updated every hour, is a joint venture between The Real Estate Board of New York (REBNY), the city's leading real estate trade association, and NY1 News, the city's most watched local 24-hour news channel. NY1Residential.com now combines the most accurate home listings in more than 10,000 properties on the site formerly known as ResidentialNYC.com with NY1's popular real estate reports.

"NY1Residential.com makes finding a New York City home effortless," said Steven Spinola, president of the

REBNY, which owns ResidentialNYC.com. "With this site, the process is easier and more transparent." NY1Residential.com enables visitors to quickly view exclusive home listings without wading through duplicate postings and outdated information often found on other real estate listing sites. The website is updated with several enhancements making the process even easier for potential homeowners. New for NY1Residential.com are the "walk scores" on a property's detail page. Users can check the scores to see check the walking distance to local amenities.

Also new for NY1Residential.com is the "New to Market" scroller, which allows visitors to quickly view the newest listings added without having to search through every listing. The new Web site will continue

to offer home seekers the most updated information about available sales and rentals in New York City with no "bait and switch" tactics, no pop-up advertisements, no for-sale-by-owner listings, and no open listings.

Listings are updated hourly to ensure accuracy and all listings link directly to the exclusive broker who is selling or renting the property. Prospective homeowners can select properties to "watch" and set up email alerts to notify them of price changes. In addition to these features, NY1Residential.com offers visitors NY1.com's dedicated real estate coverage which includes feature stories about current market trends. The weekly real estate report runs several times throughout the week. ■