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**REAL ESTATE BOARD OF NEW YORK LAUNCHES NEW  
SEARCH ENGINE LINKING NYC HOMEBUYERS TO  
THOUSANDS OF LISTINGS**

***-- ResidentialNYC.com, The Ultimate Home Page Provides One-Stop  
Shopping, All the Tools and Information New York City Consumers Need --***

**NEW YORK, NY (September 27, 2007)** – The Real Estate Board of New York, Inc. (REBNY), the city’s oldest and largest real estate trade association, today launched ResidentialNYC.com, its official comprehensive website 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 will be the city’s largest repository of exclusive listings and promises to be one of the most consumer-friendly real estate search interfaces. The site 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 homebuyers on the Web.

“ResidentialNYC.com is a one-stop consumer oriented search engine for the people of New York City and those who want to come live here. Prior to today, the process of finding a new home has been unnecessarily complicated and frustrating for consumers,” said Steven Spinola, REBNY’s president. “Now, consumers can go to one site with accurate and comprehensive listings by thousands of brokers, giving consumers the best selection possible. With ResidentialNYC.com, the consumer will be able to utilize a real estate search engine replete with bona-fide exclusive listings legitimized through brokers that adhere to the highest ethical standards required as members of The Real Estate Board of New York.”

## **REBNY Launches ResidentialNYC**

ResidentialNYC.com search criteria will facilitate real estate 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 also 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 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. New York-based Posner Advertising, an integrated agency specializing in the real estate industry, developed the site's branding, graphic design and marketing campaign, which includes print, interactive, cinema and transit media.

Initially, the largest number of listings 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. 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.

"When the highly successful RLS was launched in 2003, a fair number of brokers took a wait and see approach to participation," said Residential Committee Co-Chair Diane M. Ramirez of Halstead Property, LLC. "Within a year after launch, however, the number of participating brokers more than doubled. I expect ResidentialNYC.com to quickly gain traction in our industry. While the number of listings is already impressive at our launch, I'm confident listings will increase exponentially as more and more member firms see the benefits of being part of ResidentialNYC.com."

"In today's world, we all know that most consumers' first stop when searching for a new home is the internet," said Residential Committee Co-Chair Frederick Peters of Warburg Realty Partnership. "We are providing the New York homebuyer with something similar to what is available to consumers in many other markets."

According to Stephen M. Ross, chairman of The Related Companies and chairperson of REBNY, "with the launch of ResidentialNYC.com, we're optimistic that real estate consumers in New York City will now have a truly convenient, easy-to-use online search engine whether they're looking to buy or rent. Our aim is to make the process seamless and pleasurable bolstered by the solid reputation and professionalism of the REBNY member brokers who participate."

## **REBNY Launches ResidentialNYC**

### **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.

**About Trulia.** Trulia, Inc., a residential real estate search engine, has revolutionized online home search by offering a rich, intuitive user experience that points consumers directly to listings on agent and broker Web sites. By partnering with the real estate industry, Trulia helps consumers find information on homes for sale using custom search criteria such as price and number of bedrooms to market trends and neighborhood data at the hyper-local level. Founded in San Francisco in 2005 by Pete Flint and Sami Inkinen, Trulia is live across the U.S. For more information, go to [www.trulia.com](http://www.trulia.com)

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