

## MEMBER UPDATE ON SYNDICATION

A Measurable Success | October 2017



This past August, after two years of meticulous planning, the Real Estate Board of New York's (REBNY) Residential Listing Service (RLS) launched Syndication, a game changing service for the industry. Syndication

significantly improves the visibility of listings by centralizing listing data through a single feed. The demand for this service is beyond even what we could have imagined. Today, over 90 percent of RLS listings are being syndicated.

Capping off an exciting two months of delivering better tools and services to help advance the industry for you, we recently announced a groundbreaking partnership with the New York Times Real Estate section. Our agreement with the Times ends its decades-long practice of charging residential brokerage firms to list on their website. Today, brokers can send their listings to the New York Times and many other sites, via RLS syndication.

If you haven't opted into RLS Syndication yet, you're missing out on this service that represents a significant step forward for the industry. It's not too late, [opt in here](#).

As you'll see, we continue to make progress and look forward to working with you as we, together, advance the business of real estate in New York City.

Thank you,  
John Banks



### FACTS ABOUT RLS SYNDICATION

- It's a service that allows you to send listings to real estate websites through a single feed
- Syndication puts the most accurate and up-to-date listing information in front of consumers
- Increases listing visibility through trusted brands such as The New York Times, Realtor.com, LeaseBreak, Homes.com, Apartments.com, among many others
- Provides one point of contact (REBNY) as your customer support hub for centralized issue resolution

## PARTICIPATING PARTNERS



The New York Times

Homes.com realtor.com®

leasebreak



leasehop

纽约房地产网  
Samaki.com



CampusCribz

## SYNDICATION BY THE NUMBERS



17K Listings... and Counting



300 NYC Brokerage Firms



12K Brokers and Agents



100+ Real Estate Websites

## SNAPSHOT OF COVERAGE

REAL  
ESTATE  
WEEKLY

[How to make REBNY's listing syndication service work for you,](#)  
September 22, 2017

inman

[The NYT gives brokers what they want: free, exclusive leads,](#)  
September 12, 2017

CRAIN'S  
NEW YORK BUSINESS

[REBNY rolls out residential listing service,](#) August 1, 2017

## WHAT'S NEXT?

We have more prospects in the pipeline, and look forward to continuing to grow our expanding network of partners, new products, and data fields, while continuing to deliver world-class customer service. Stay up to date on all of the latest announcements at [www.rlsny.com](http://www.rlsny.com).



## WHAT THE INDUSTRY IS SAYING

- “That they [REBNY] were able to accomplish so much with new leadership in the executive office is a testament to the organization,” said **Kathryn Wylde, head of the Partnership for New York City**, which represents many of the city’s largest businesses. “These aren’t short-term efforts.” – The Real Deal, September 1, 2017
- “This agreement with REBNY will build on realtor.com’s growing presence in New York, allowing us to enhance the consumer experience in one of the world’s largest real estate markets, and provide more opportunities for agents to engage with the millions of homebuyers and sellers who rely on realtor.com for the most up-to-date and comprehensive listing data,” said **Ray Picard, executive vice president of Sales at realtor.com**.
- **Andy Wright, senior vice president, advertising, The New York Times Company**, said, “New York City is home to the most lucrative, fast-paced and unpredictable real estate market in the world. For decades, buyers, brokers, developers and curious readers have turned to The Times to keep up with industry news, seek guidance on how to choose the best property and discover more about living here. Adopting REBNY’s syndication feed means that our listings will be as comprehensive as our coverage, making The Times’s Real Estate section the definitive source for everything you need to know about New York real estate.”

RLS  
REBNY

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