



NY METRO
FINE HOMES & ESTATES

NEWS RELEASE

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“CENTURY 21 NY METRO” ANNOUNCES LATEST INNOVATIVE TECHNOLOGY: MYPLACE

New Technology Puts an Unprecedented Level of Control in Hands of Consumers

(New York, New York, January 19, 2007) CENTURY 21 NY Metro, a full service residential rentals and sales brokerage has launched a new feature on their web site that puts an unprecedented level of control in the hands of buyers and sellers. Recognizing the consumers’ demand for greater transparency of information about properties, Century 21 New York Metro is giving its clients access to data and resources that were previously not even available to agents in many firms.

Now clients can have access to the same information their agents do. In most of the country access to information regarding inventory, the buying and selling process and marketing efforts is available to all parties. However, in NYC, access to this type of information is traditionally less forthcoming.

MYPLACE is a free service available exclusively at www.c21nyc.com that offers buyers and renters the ability to closely track properties that they may be interested in. Sellers have a rich set of tools that give them detailed, up-to-the-minute feedback on how effectively their property is being marketed

Sellers/Owners can log in to an account set up by their agent from any computer to check on the status of their sale. This data gives unprecedented transparency to the seller/owner, including the ability to:

- Track property search activity.
- Track property views.
- Track email correspondence and open house attendees.
- Obtain profile of interested visitors.
- Use many other qualitative and quantitative analytical features.

For Buyers/ Renters can set-up multiple saved searches and:

- Receive email notifications of new matches to their search criteria.
- Track changes to specific properties and receive email notification of price changes and other key criteria.
- Share saved results.
- View up to 5 comparable apartments side-by-side.
- Contact an agent via email or Instant Message for more information.
- Sign up for agent and/or company mailings & newsletters.

“We view My Place as the next step in the evolution of providing the customer with access to the real-time information they are demanding and doing it in an agent-friendly way,” says Mike Simon, president, C21NYM. He adds, “Now both the Agent and their customer have access to the same information, which makes the communication and timeliness crucial to real estate transaction even more efficient.

About CENTURY 21 NY Metro

CENTURY 21 NY Metro (www.C21nyc.com) is a full-service New York City real estate firm offering luxury apartments (condominium, condo, cooperatives, coops, condops) and townhouses for sale and for rent. CENTURY 21 NY Metro is professional real estate, serving all of Manhattan/NYC, Brooklyn, Queens, and the Bronx.

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