



NY METRO
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CENTURY 21 NY METRO AND URBANGRADREALTY FORM MARKETING PARTNERSHIP

Urban Grad to Act as Marketing Arm to Assist Students Moving to Manhattan upon Graduation

(New York, May 8, 2008) CENTURY 21 NY Metro, has entered into a marketing partnership with UrbanGradRealty to market the company to the wave of 2008 college graduates looking to move into Manhattan and the surrounding areas..

UrbanGradRealty was launched in February 2007 as the only New York-based real estate brokerage company specializing in the niche market of recent college graduates. It will primarily act as the lead generation company for Century 21 NY Metro to graduating students throughout the country. By partnering with UrbanGradRealty, Century 21 NY Metro is uniquely equipped to not only reach students in colleges all over the nation, but also handle the needs of the recent college graduates finding their first apartments.

UrbanGradRealty in association with Century 21 NY Metro, will target students at approximately 250 colleges and universities across the country via direct marketing campaigns, on-campus visibility through flyers and posters and online via social networking sites.

“The real estate business is highly segmented and with the help of UrbanGradRealty, we can easily create a marketing program targeted at the segment that holds a key initiative to growth—the college market. College students and recent graduates spend an average of 21 minutes per day on social networking sites which is ideally suited for the Century 21 Message. With Century 21’s presence on Main Streets across America it’s crucial that we use our unmatched brand awareness to communicate with students and their families before arriving in New York City,” explains Mike Simon, president, Century 21 NY Metro.

“UrbanGradRealty is evolving into the on-campus brand for real estate services with students and Century 21 NY Metro is such a strong national brand that students and their parents immediately recognize them as a leader in real estate services; there is an inherent trust factor in dealing with such a market leader,” adds Jonathan Iger, founder, UrbanGradRealty.

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.

About UrbanGradRealty

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