

Help from Yelp

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From the November issue: It can help find everything from restaurants to auto mechanics. And now users of Yelp.com, the fast-growing consumer-review website, have turned their attention to real estate brokers.

Yelp, which launched in San Francisco in 2004, allows users to rate businesses by giving them one to five stars, accompanied by detailed descriptions of their likes and dislikes. The site now has more than 63 million users in 12 countries, the company said, and New York City is among the most heavily trafficked cities on Yelp.

An increasing number of New York City real estate brokers and firms are now being listed on Yelp, according to industry insiders. And the number of stars on a broker's Yelp review can mean big dollars for agents — or can redirect those dollars to a competitor.