

ResidentialNYC.com™

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AD SIZE	LOCATION*	CPM
160 x 600	Guide Page	\$14
•	Search Page	\$22
	Run of Site	\$17

THE BUYING PROCESS

Buying and selling real estate in New York City is different than anywhere else in the US and the world. Therefore, it is critically important to become an educated consumer. Of course your ResidentialNYC.com broker will help you every step of the way. In addition, we are pleased to offer this online guide to this unique process.

WHAT YOUR RESIDENTIALNYC.COM BROKER WILL DO FOR YOU

- Your ResidentialNYC.com broker is carefully selected to represent your specific desires in the varied New York City neighborhoods and locate the best selection of properties to suit your needs.
- The first step in this process will be to complete a comprehensive search of your preferred neighborhood and the RESIDENT Listing System (RLS), to ensure exclusivity.
- Your broker will then show you the properties to suit as suitable you as it their unique qualities including neighborhood amenities and surrounding financial requirements.
- Once you have selected a property, your broker will negotiate the most favorable price, terms and conditions for your purchase and secure an acceptable offer.
- Your broker can also assist you in securing appropriate legal representation and even oversee a financing service, if necessary.
- Your broker will guide you through the application process and assist you in securing the best mortgage financing.
- As a final step, he/she will coordinate all of the necessary elements and provide to ensure your closing and purchase.

THE DIFFERENCES BETWEEN CONDOMINIUMS AND CO-OPERATIVE APARTMENTS

CONDOMINIUMS
 Owning a condominium is just like owning any other kind of home, with one difference. In a condominium, a purchaser owns the apartment plus a percentage of the common areas of the building. The purchaser pays for taxes, which is recorded in the County Clerk's office.

Condominium buyers often require a down payment of at least 10%. The condominium owner also typically "common charges" which are the other share of the general upkeep of the building, i.e. employment services, bank insurance, management fees, etc.

The buyer pays the real estate taxes included in the apartment for local income is required of a purchaser and there are often no restrictions on the number of family you can choose to reside in the apartment. You can also your apartment to someone you please, subject only with the condominium Board's Right of First Refusal.

The closing costs for purchasing a condominium are higher than for a co-operative.

GUIDE PAGE

RESULTS PAGE

The screenshot shows a grid of real estate listings. Each listing includes a small image of the property, the address, the price, the number of bedrooms and bathrooms, and the listing agent's name and contact information. The listings are organized in a clear, easy-to-read format.

RESULTS PAGE

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For more information contact: Nicole T. Lesson 212.616.5204 nlesson@REBNY.com

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•	Results Page	\$26
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GUIDE PAGE



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AD SIZE	LOCATION*	CPM
728 x 90	Guide Page	\$10
•	Heat Map Page	\$13
	Search Results Page	\$17
	Run of Site	\$15

SCHOOLS, COLLEGES AND UNIVERSITIES
 Education in Brooklyn is provided by a host number of public and private institutions. Public schools include the elite Brooklyn Technical High School, Midwood High School and The Lenox M. Goldstein High School for the Sciences, to name but a few. Private schools include the highly respected Packer Collegiate Institute, Holy Prep, Country Day School, and St. Ann's.

Brooklyn College is a senior college of the City University of New York, and was the first public co-ed liberal arts college in New York City. The College ranked in the top 10 nationally for the second consecutive year in Princeton Review's 2006 guidebook, America's Best Value Colleges. Brooklyn Law School is notable for its diverse student body and places 110 nationally for quality of students.

SUNY Downstate Medical Center is the oldest hospital-based medical school in the United States.

Long Island University is a private university in Downtown Brooklyn with over 8,000 undergraduate students. In Clinton Hill, the Pratt Institute is one of the leading art schools in the United States.

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REAL ESTATE
 Brooklyn neighborhoods allow you to live near the city, without being overwhelmed by it. Though just a short commute away from Manhattan's skyscrapers, Brooklyn's properties offer more a quiet quality that makes a home there a haven. Check out Park Slope, where attractive brownstone houses and apartments appear decidedly rustic. Or take it easy with Bay Ridge or Boro Park's tree-lined rows of single-family dwellings, or the manicured, mid-style Victorian houses of Flatbush. There are affordable houses, condos and co-ops in Kensington and Windsor Terrace. Another Flatbush, known until recently as an artist community in Williamsburg, blends with old and new, mostly new developments. Brooklyn Heights is a gorgeous and quiet residential community that is justly proud of its exceptional properties.

Brooklyn has it all: the best of both worlds: you're in the New York urban Heebie—the right fit, the arts and culture, the employment opportunities, and the best hot dogs on the continent—but you can still retreat every night to a single, quietest part of town.

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Avg. listing price	Avg. sales price	Median sales price	Price per sqft
\$1,053,208 (+1%)	\$1,880,300 (+10%)	\$1,440,000	\$1,034 (+1%)
\$1,000,000 (+1%)	\$1,700,000 (+10%)	\$1,200,000	\$1,200 (+1%)
\$1,100,000 (+1%)	\$2,500,000 (+15%)	\$2,000,000	\$1,700 (+1%)
\$1,500,000 (+1%)	\$2,800,000 (+15%)	\$2,000,000	\$1,400 (+1%)
\$1,700,000 (+1%)	\$3,000,000 (+15%)	\$2,000,000	\$1,200 (+1%)

HEAT MAP PAGE

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