

OVERVIEW

Syndication through the REBNY Residential Listing Service (RLS) is designed to make real estate co-brokering and marketing more efficient by providing technology that allows salespeople and brokers to easily send listings to a powerful network of more than 200 public real estate listing websites within 24 hours.

Syndication is offered to all RLS participants at no additional cost regardless of listing volume. No new agreement with the RLS is required for participation.

BENEFITS OF SYNDICATION

- Increases listing visibility
- Provides consumers with the most accurate and consistent information available
- Improves data quality and minimizes compliance overhead costs
- Centralizes simultaneous sharing of listings between all participating brokerage firms and public real estate listing websites
- Serves as the leading source for New York City real estate listing information

Improved Listing Accuracy

Syndication will come with increased transparency through automated listing confirmation emails and a dedicated website where members can confirm the accuracy of their listing data without having to scour public real estate websites across the web.

CUSTOMER SUPPORT

RLS support will serve as the single point of contact for customer service through the creation of the RLS Help Desk.

RLS Help Desk

Inbox: rlssupport@rebny.com
Hotline: 212-616-5270

HOW DOES SYNDICATION WORK?

Salespeople

Salespeople won't have to do anything differently. They will continue to upload listing information in their firm's chosen listing system.

If requested by a client, salespeople may choose to exclude an individual listing from public real estate website distribution (syndication) via their firm's listing system.

Brokers

Managing brokers will select which websites their firm's listings will be syndicated to by using one of two admin hubs: *Cheque by Bridge* or *ListHub.com*.

Managing brokers must coordinate agreements with those public real estate websites that charge additional fees for premium advertising or services.

Real Estate Technology Companies

Public real estate listing websites and product companies can leverage the improved RLS syndication listing data to build their businesses in New York City.

Consumers

As new products and service options become available in New York City, consumers will have greater access to accurate and timely listings to inform their real estate decisions, while enjoying high quality service from REBNY salespeople and brokers.