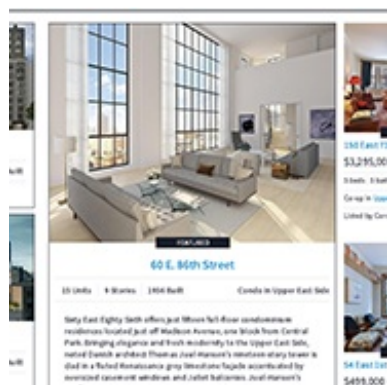


INTERNET

## William Raveis improves consumer experience with StreetEasy partnership

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*William Raveis property listings enabled by StreetEasy*

By JOE MCCARTHY

Real estate firm William Raveis streamlined the consumer journey upon entering the city of New York by teaming up with property aggregator StreetEasy.

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**Luxury Daily**

Unlike most locations, the five boroughs of New York have never established a multiple listing service, so consumers have always had a hard time of surveying the full scope of properties on the market. **StreetEasy** aims to remedy this flaw by aggregating participating property listings and arranging them in a fluid manner.

“We made the logical decision to make sure that the consumer has the best way to view the property,” said Kathy Braddock, managing director of **William Raveis, New York**.

Settling in

William Raveis' newest office in New York, also its 100th, was heralded by the StreetEasy partnership.

In most markets across the country, real estate firms can showcase their properties and competitors' properties on MLS Web sites to give consumers a full picture of the location.

Brokers subscribe to MLS services to ensure that updated information is deployed.

New York never established a centralized data collector to display real-time property listings, forcing consumers to scour multiple, disconnected, overlapping Web sites. Part of the reason for this disavowal is because demand generally outstrips supply in New York, so property owners can sit back and wait for consumers to come to them.

However, that approach is beginning to change with services like StreetEasy.

The image is a screenshot of a real estate website. It features a grid of property listings and open house events. At the top left, there is a section titled "EDITOR'S LISTS" with three featured properties: "Exceptional Private Terraces + Unparalleled Amenities", "Can You Live in Less Than 500 Square Feet? Check Out These Sales", and "Last Chance Sales in New Devs". Below this is a section titled "TODAY'S OPEN HOUSES" with three events scheduled for July 24, 2014, at 3:00 PM - 5:00 PM, 3:00 PM - 5:00 PM, and 4:00 PM - 6:00 PM. On the right side, there is a detailed listing for a "Co-op in East Village" listed by Corcoran, featuring a "FEATURED LISTING" for "72 Morningside Avenue #53" priced at "\$499,000 + FID SALE", with "2 beds 3 bath 900 ft²" and "Co-op in Central Harlem". Below this listing is a section titled "EYE CANDY" showing an interior view of a property.

*StreetEasy-enabled listings on William Raveis Web site*

William Raveis enters the scene with the service built in, so consumers can easily search for properties directly on the firm's Web site.

In real estate, as in most other product categories, the consumer journey almost always starts online. Consumers like to research products and get a good sense of what to expect before heading to a physical location.

For this reason, William Raveis decided to give consumers the full, uninterrupted experience immediately.

The real estate firm is also boosting its arrival by hosting multiple events for brokers and consumers.

New York's real estate market has been surging the past few years. London and New York were the highest-performing luxury markets in 2013 in the latest Christie's International Real Estate report.

The "Luxury Defined: An Insight Into The Luxury Residential Property Market" report examines the trends shaping the luxury real estate market and extrapolates on the performance of 10 high-performing locations. The growth in the luxury sector has been driven on three fronts by locals, foreign investors and millennials, and most buyers have been turning their sights to cities ([see story](#)).

Changing marketplace

Zillow, the parent company of StreetEasy, has also been making waves in New York.

Real estate brokerage Douglas Elliman teamed up with digital real estate marketplace

Zillow to gain better Web site placement and improve listing accuracy.

The new partnership will give Douglas Elliman greater latitude on the Web site, and provide Zillow with an entry-point into New York. As real estate transactions shift into the digital space, marketplaces like Zillow will play a greater role ([see story](#)).

However, deals are made based on the in-person impression of a property, as a prospective buyer analyzes the countless variables that are impossible to perceive online.

"[Buyers] want to touch and feel the product," Ms. Braddock said. "Real estate is still an emotional investment."

Final Take

*Joe McCarthy, staff writer on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/5a8PKeh\\_Tho](https://www.youtube.com/embed/5a8PKeh_Tho)

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