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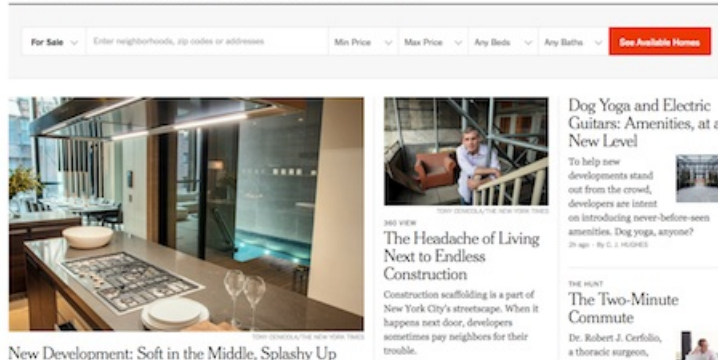
New York Times partnership reinforces its real estate counsel

September 18, 2017

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New York Times' Real Estate section. Image credit: New York Times

By BRIELLE JAEKEL

The New York Times will be expanding its real estate section to establish itself as the top authority for information on the market with a special partnership.

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Exclusive real estate listings will be showcased in the real estate section in The New York Times to provide a more robust destination for readers interested in the market. The Real Estate Board of New York (REBNY) will provide the listings through its Residential Listing Service listing syndication program.

"Brokers who syndicate through the new RLS feed can market their listings to a huge global audience at no charge, and have their leads delivered directly to the exclusive listing agent," said Brendan Walsh, executive advertising director at The New York Times.

Real estate destination

New York Times denotes that an exclusive listing is one in which a single broker has an exclusive deal to represent the listing with the seller.



Christie's International Real Estate listing at 795 Fifth Avenue, New York. Image credit: Christie's International Real Estate

The publication's real estate section will be sharing all of these listings from REBNY's syndication program. New York Times is hoping this will create a one-stop destination for readers on all things New York real estate.

Amongst New York Times' editorial content on real estate, these listings will be available. In this manner, readers will be able to learn as much as they can on the market while staying in the know with available listings so they can make an informed decision.

The integration of REBNY into the section will expand the listings featured on New York Times' content, which means readers will not have to worry about missing an available property.



165 Hudson Street, New York sold by Town Residential. Image credit: Town Residential

This will be the first time the New York Times will be shifting away from its paid-only listings. Exclusive listings featured on the publication will be free for brokers.

NYTimes initiatives

The publication has been very active within its business lately and has made many other changes beyond its non-paid real estate listings expansion.

Last year, New York Times named Elizabeth Webbe Lunny the vice president and publisher of T Magazine.

In her new role, Ms. Lunny is heading the luxury group at the media company. With previous leadership roles at a number of upscale titles, Ms. Lunny has been instrumental in expanding T Magazine's offerings as a platform for luxury advertising ([see more](#)).

During a panel at Luxury FirstLook 2017: Time for Luxury 2.0 Jan. 18, an executive from New York Times' T Brand Studio made a bold prediction, claiming there is a chance that traditional advertising studios will become obsolete in favor of in-house brand studios.

The content overload in today's market is causing native advertising to become increasingly important as a way for brands to connect with consumers. With the influx of publishers and media brands creating these in-house studios for brands to create truly native advertising, there could be a major shift in the industry ([see more](#)).

"It will provide a better user experience with more comprehensive listings coverage in the New York City market to compliment our comprehensive editorial coverage of the home buying and renting process," Mr. Walsh said.