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StreetEasy Introduces Neighborhood Experts

New program helps New York City home shoppers and sellers connect with agents who have verified buying and selling experience in a specific neighborhood

NEW YORK, Nov. 19, 2015 /PRNewswire/ -- Today, StreetEasy[®], New York City's leading real estate marketplace, is introducing Neighborhood Experts, a new advertising program for real estate agents. Launching in early December 2015, Neighborhood Experts helps New York City home shoppers and sellers quickly connect with real estate agents who have proven experience buying and selling in a particular neighborhood, or group of neighborhoods.

At launch, Neighborhood Experts will be available for nearly 300 neighborhoods across all five boroughs. To qualify for the program, real estate agents participating in the program must have at least two buy or sell-side transactions in the last three years within the neighborhood. Buyers and sellers can view a Neighborhood Expert's verified deals and contact them for more information with one click.

"New York City isn't just a complicated real estate market because of its competitiveness and high prices. Neighborhoods and buildings have their own unique qualities and personalities, all of which can change by walking one block - or building - in any direction," said Susan Daimler, StreetEasy General Manager. "It's important to have a real estate professional who can provide hyper-local insights and navigate nuances that may affect a property in a particular area. Neighborhood Experts helps surface this expertise so home shoppers and sellers can connect with a knowledgeable agent who can answer their questions."

Neighborhood Experts is StreetEasy's second 'Expert' agent advertising program, preceded by [Building Experts](#), which launched in March 2015. After a successful pilot on 250 buildings, the Building Experts program relaunched in July with coverage on over 1,300 buildings. After only 4 months, nearly 60 percent of buildings included in the program had qualified agents participating. Together these programs provide agents with tools to further build their personal brand on StreetEasy and target their marketing efforts to reach prospective buyers and sellers whose needs match their areas of expertise, be it in a specific building or across an entire neighborhood.

This announcement continues StreetEasy's expansion of its marketing and business services for NYC real estate professionals, which also include [StreetEasy PRO](#) and Featured Listings programs.

For more information about Neighborhood Experts, visit <http://streeteasy.com/blog/streeteasy-neighborhood-experts>.

About StreetEasy:

StreetEasy is New York City's leading local real estate marketplace on mobile and the Web, providing accurate and comprehensive for-sale and for-rent listings from hundreds of real estate brokerages throughout New York City and the major NYC metropolitan area. StreetEasy adds layers of proprietary data and useful search tools to help home shoppers and real estate professionals navigate the complex real estate markets within the five boroughs of New York City, as well as Northern New Jersey and the Hamptons.

Launched in 2006, StreetEasy is based in Manhattan's Flatiron neighborhood. StreetEasy is owned and operated by Zillow Group (NASDAQ: Z).

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