



RE/MAX of N.Y. launches first pair of neighborhood-focused search websites

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RE/MAX of New York, Inc., the state's top real estate brand, revealed the launch of its first pair of neighborhood-focused real estate search websites. Serving the Rochester and Buffalo market areas, these sites offer a new experience for residential real estate property searching - focusing on neighborhood information and the personal insight of the local experts, RE/MAX real estate professionals. The sites offer a unique approach for those seeking information needed to purchase or sell homes.

The Rochester market site can be found at www.REMAX-ROCHESTER.com and the Buffalo site at www.REMAX-Buffalo.com. These sites feature desktop, tablet and mobile-optimized experiences.

"Our new market sites serving Rochester and Buffalo in the western region of New York State will feature firsthand community information provided by knowledgeable RE/MAX real estate agents. Home buyers today are savvy and want to learn all they can about different communities and their neighborhoods. We are leveraging the expertise of RE/MAX agents to give buyers what they are looking for. With photos updated regularly and frequent posts about places and activities, visitors will gain a unique and personal insight into the communities they are considering. Our new sites demonstrate a clear recognition of what consumers want and what agents must provide to succeed. The Rochester and Buffalo market sites are a testament to why RE/MAX is the number one real estate brand in the nation and New York State," said Henry Weber, president and regional director RE/MAX of New York.

Unlike typical real estate listing websites, the RE/MAX market sites allow visitors to examine communities and neighborhoods in detail - learning about the best parks, restaurants, shopping, schools, entertainment venues, and local history and community events. RE/MAX agents share their personal perspectives about communities and what makes each neighborhood unique. The agents providing this information have typically spent years living and working in the communities that they serve. RE/MAX's experienced agents have been involved in many residential and commercial property transactions and they know what people are asking for and need to make informed decisions.

From a real estate and marketing perspective, the new Rochester and Buffalo sites allow real estate professionals to demonstrate their experience, expertise and personalities. This will help them to grow their business and better serve their communities. The site's ability to attract buyers interested in specific neighborhoods or even specific blocks gives agents an additional advantage in the competitive real estate industry. Being ranked high in online search is critical. These two sites, and the others that will follow, will rank high in internet search because the content will be local, informative and up-to-date.