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The Rome News-Tribune Revives Real Estate Classifieds with Neybor

(Atlanta, Ga., June 8, 2010) – Neybor (<http://neybor.com>), a leading online real estate platform, has partnered with the Rome News-Tribune (<http://rn-t.com>) and its Oongawah (<http://oongawah.com>) marketplace to provide an enhanced online real estate classified section. After three months, the newspaper has regained a foothold in the \$500 million local residential real estate space, signing the communities biggest brokers to long term contracts.

“Neybor allows us to package our intimate knowledge of local neighborhoods with the physical characteristics of property for sale or rent,” said Burgett Mooney, owner of News Publishing Company. “The response to this service has been overwhelming. Our visitors are spending an average of four minutes searching for properties and visiting approximately eight pages each visit.”

Through Neybor, newspapers can offer comprehensive local real estate classifieds online that include: a single property web site, featured and open house sections online, a mobile application to search and view properties via mobile phone, free postings on the top real estate search sites, unlimited photos, user generated neighborhood information including photos, detailed property information and much more.

“Even though Neybor can syndicate each listing to a host of recognized national sites like, Trulia, Google Base, and Oodle , we’ve found the local newspaper delivers more traffic to an individual listing than any single national search site.” said Paul Rodman, co-founder, Neybor.

Brokers are excited about features that allow them to offer tangible results for clients.

“My sellers can contribute photos and insider information on the neighborhood which makes for a very detailed property listing,” said Jimmy Byars, broker with Hardy Realty. “Real time market

feedback through a detailed statistics package helps show my sellers where their property fits into today's market and react appropriately.”

Neybor is a white label real estate classified service that gives hometown media outlets tools to leverage the local nature of real estate and the outlet's strong local brand, thereby becoming the definitive place to market and search real estate in print, online and on mobile phones.

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