



# nerej

## **rejournal.com launches long awaited property database, R.E. - sale or lease**

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In 1995 the New England and New York Real Estate Journals created a regional commercial/investment/development website - probably the first one of its kind in the country. The mission was to build an easily accessible website that covered all aspects of the multi-trillion dollar industry in the Northeast. Both Journals had proven that industry members would always feel more comfortable dealing with what they called "their own" publication owned and operated by regional people who had the same cares and goals - as opposed to an uncaring national publication run for the single purpose of profits.

rejournal.com first carried all the important commercial real estate news from the region, then followed with a section where various categories of the trade could list their services (5-STAR LISTINGS). It then continued to add different arms and legs leading to what it planned to be, a one stop shop, an easily navigated website where the interested parties could make one stop and view everything one could possibly want to find out about in the industry.

The NE paper (the largest of its kind in the world founded in 1963) learned much about its reader and wants along with their profiles - they are either very successful, want to be very successful or on their way and are very busy and don't have time to mess around reading long stories.

The Journals known as people papers, fed them the material they needed and also was a way to spread the word about their own services and successes. The Journals cared about helping them and proved it. And when rejournal.com came along and was designed to service them, they responded. It has been vastly successful, reaching up to over 3 million hits in certain months. The ONE STOP SHOP had been almost completed except for two very important parts. A property database and a retail section listing vacancies.

Finally, after too many years of development, the property database will be launched this week and be available for people to add properties free of charge.

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