

Manhattan:

Top residential brokerage Web rankings

Rank		Company name	Web address	Web site rank
2008	2007			
1	1	The Corcoran Group	www.corcoran.com	31,116
2	2	Prudential Douglas Elliman	www.elliman.com	41,862
3	5	Citi Habitats	www.citi-habitats.com	61,172
4	3	A.N. Shell Realty Group	www.anshell.com	81,744
5	4	Halstead Property	www.halstead.com	83,994
6	12	Sotheby's International Realty	www.sothebyshomes.com	98,076
7	8	Brown Harris Stevens	www.brownharrisstevens.com	100,977
8	18	Caliber Associates Inc.	www.calibernyc.com	137,096
9	6	The Real Estate Group NY	www.tregny.com	180,673
10	11	Tungsten Property	www.tungstenproperty.com	190,683
11	-	Elika Associates	www.elikaassociates.com	204,776
12	7	CityCribs.com	www.citycribs.com	208,947
13	15	ArdorNY.com	www.ardorny.com	211,760
14	9	Urban Living	www.urbanliving.net	213,800
15	21	Nest Seekers International	www.nestseekers.com	284,027
16	50	Gregory James & Associates LLC	www.gregoryjamesny.com	301,040
17	20	Bellmarc Realty	www.bellmarc.com	307,121
18	19	Anchor Associates	www.anchornyc.com	323,238
19	23	Manhattan Apartments Inc.	www.manhattanapts.com	339,660
20	17	Bond New York Real Estate	www.bondnewyork.com	367,302
21	22	Mark David & Company	www.markdavidny.com	368,482
22	26	Coldwell Banker Hunt Kennedy	www.cbhk.com	378,079
23	24	Stribling & Associates	www.stribling.com	386,995
24	31	Century 21 NY Metro	www.c21nyc.com	425,789
25	-	The Developers Group	www.thedevelopersgroup.com	452,976
26	25	Warburg Realty Partnership	www.warburgrealty.com	489,768
27	13	Furnished Quarters	www.furnishedquarters.com	489,886
28	10	CitySites Real Estate Group	www.citysitesny.com	532,227
29	30	Manhattan Connection	www.manhattanconnection.com	569,666
30	32	Hecht Group Corp.	www.hechtgroup.com	739,960
31	-	Pari Passu Realty Corp.	www.paripassu.com	850,344
32	33	Domain Properties	www.domain-properties.com	853,823
33	29	Maison International Ltd.	www.maisonintl.com	878,812
34	-	Homestead New York	www.homesteadnyc.com	924,362
35	-	Evans Relocation	www.evansnyc.com	935,789

Source: Alexa (www.alexa.com traffic rankings). Rank reflects a three-month combination of the number of unique visitors and page views on the Web sites of all real estate brokers who are members of the Real Estate Board of New York. It is based in part on the percentage of all Internet users who visit a site. The lower the number, the higher the rank. Thus, if a site had a number of 1, that would mean it's the 1st ranking site. A number of 100 would mean it was the 100th ranking site. The rankings here were collected on November 5 and 6, 2008. Also, while Alexa was used for the rankings as the best available option, many observers say it may contain a selection bias: firms that use Alexa's Web toolbar may have higher scores as a result. However, several other ranking sites surveyed were not suitable because some brokerage firms have such limited traffic that they fall below the reporting cut off. These issues are discussed in depth in the story on page 57.