

## **New York City's Largest Free Database of No Fee Apartment Rentals Adds a Classifieds Section**

*Due to popular demand no-fee apartment rental resource UrbanSherpaNY.com set to add classified section in New York City*

**Aug. 11, 2009** - [PRLog](#) -- For years, apartment hunters have been fed up sifting through different websites and tons of ads trying to find a good deal. Sift no more; Urban Sherpa, New York City's largest database of no fee owner direct apartment rentals has developed a classified rental section which utilizes among other things web based viral marketing through social media outlets.

UrbanSherpaNY.com was created in response to unhappy New Yorkers that were sick and tired of getting "Bait and Switched" and getting in touch with brokers posing as fake owners or claiming there listing is a no fee apartment rental when in fact there is a fee. After conducting numerous focus groups and surveys regarding the New York City online apartment rental search, we have found, New Yorkers demand a simple website with all the tools and resources to rent an apartment fee free. Due to popular demand, Urban Sherpa has decided to expand their listings by offering a 100% accurate apartment rental classified section.

Urban Sherpa, has a monthly user base of 30,000+ increasing each and every month. They have been included in many major news publications such as The New York Times, Newsweek, Forbes and The New York Post. Through word of mouth, being in the news and advertising Urban Sherpa has built a strong user base that has grown 40.39% in the past month. Which has made Urban Sherpa New York City's leading free public database of no fee apartment rentals.

Many differences can be found between Urban Sherpa's Classifieds and its two main competitors: Craigslist, and The New York Times. Unlike Craigslist and the New York Times Urban Sherpa focuses solely on apartment rentals while the other two companies only incorporate apartment rentals as an aspect of their company. Urban Sherpa's cutting edge classifieds go above and beyond offering many industry specific add-ons. Urban Sherpa offers a social media blast to thousands of people on Twitter and Facebook, the ability to make a listing "exclusive" making the apartment come up first on the Classifieds page, as well as a broker blast sending out an email to thousands of New York licensed real estate agents. All of these unique add-ons - that can only be found on Urban Sherpa - will generate a great deal of traffic to the apartment listing.

Urban Sherpa's mission statement from its inception has been to provide New Yorkers with a free database of no fee apartment rentals in NYC as well as owner contact information. A competitor of Urban Sherpa, Rent-Direct.com charges a fee of \$200+ for the same information Urban Sherpa provides for free. In line with this mission, creating a classified section that charges the apartment owner will help Urban Sherpa generate revenue keeping the site free for potential renters. That being said, posting an ad to the classified section is still very affordable compared to competitors such as The New York Times that charge \$99 for a 14 day online ad. This fee between \$15 and \$50 depending on how many add-ons are selected as well as advertising are how Urban Sherpa can continue to provide their incredible services for free to the public for years to come.

Urban Sherpa President and CEO Michael Jacobs said this about the new classified section, "In this current market it is extremely tough to rent or sublet an apartment...Using a broker can cost thousands of dollars to ensure the apartment gets rented ... with Urban Sherpa Classifieds you greatly increase the exposure to your apartment which will lead to quickly finding a more qualified tenant at a nominal cost."

About UrbanSherpa

Launched in 2007, New York-based UrbanSherpa is the only comprehensive resource for no fee apartment rentals in NYC--offering complete rental listings, rental histories and contact information free of charge. The online database also provides a practical user guide and tips for renters looking for an alternative, broker-free approach to urban apartment hunting. For more information on UrbanSherpa, or to find no fee rentals in NYC go to to UrbanSherpaNY.com.

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Everything you need to find a no fee apartment rental in Manhattan. We give you all the tools to contacting the owner of the apartment directly so you can avoid broker fees and can find exactly what you are looking for. Check it out, <http://www.UrbanSherpaNY.com>

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