

# P R E S S   R E L E A S E



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## **For Immediate Release**

**Bethesda, MD – May 16, 2011** – Stephen Israel, President and Broker of Buyer's Edge Company, Inc. announced the launch of a new website – [BUYDCCONDOS.COM](http://BUYDCCONDOS.COM) – developed as a tool for people looking to purchase a condo in DC. The website includes descriptions and videos of DC's neighborhoods and expert evaluations of the condos within those neighborhoods. Each condo page includes the information that buyers want– Condo Fees, Parking Availability, Pet Policies, Laundry, Walkability and Amenities. A blog for each building offers an opportunity for current owners and those knowledgeable about individual buildings to make comments, giving the condo buyer a look into what people really think about different properties

“We are in the unique position to provide open and honest expert condo evaluations because we are never in the position of representing a seller of these properties,” said Dana Hollish Hill, Vice President, Buyer's Edge. “And by allowing visitors to the site to add their feedback about the condo buildings in a blog format, we see this site as an open forum on DC condos.”

The site concept and content has been developed by the exclusive buyer agents at Buyer's Edge Company, Inc. ([www.buyersagent.com](http://www.buyersagent.com)) and consolidated from many resources across the community including building blogs, neighborhood blogs, the multiple listing service and visits to the buildings. The website look was designed by Julia Ames at Spoolia Design ([www.spoolia.com](http://www.spoolia.com)) and website programming by Patrick Donohue of Strong Reaction ([www.strongreaction.com](http://www.strongreaction.com).)

Buyer's Edge Company, Inc. is the region's oldest and largest Exclusive Buyer Agency. They are members of the National Association of Exclusive Buyer Agents and are dedicated to representing only buyers of residential real estate. They do not list homes for sale and never represent sellers. This commitment to one side of the real estate transaction eliminates conflicts of interest associated with trying to represent both buyers and sellers. The exclusive buyer representation model also ensures that the interest of the home buyer is protected at all times in the home buying process, from house hunting and negotiations to inspection, financing and closing.

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