

For Immediate Release

For further information, contact: Sara Faura
Public Relations
(857)204-4820
sfaura@gmacrealestateipg.com

Lifestyle Website Revolutionizes Real Estate

A new website, LifestyleHomeSearch.com, now allows customers to search for vacation property or second homes based on your lifestyle priorities. Lifestylehomesearch.com began as an initiative developed by strategic partners of GMAC Real Estate. "LifestyleHomeSearch.com is the premier source and technology in identifying lifestyle and secondary home properties throughout the United States," says Chris Calabrese CEO of LifestyleHomeSearch.com. "Since 75% of home buyers use the internet to search for a home and 35% of the real estate market is comprised of secondary home sales; we knew a specialized site had to be designed to meet the needs of this market. LifestyleHomeSearch.com is this solution."

Christian Deutsch, CEO of GMAC Real Estate in New York, says the website will revolutionize real estate. "Looking for a vacation home now is cumbersome," says Deutsch. "People are forced to search by location first and then do research on activities nearby. That's not the case anymore." The website search engine allows a person to search for homes across the country based on the activities and lifestyle they enjoy. From those results, customers are able to choose a location.

Mike Powers, Regional Vice President of GMAC Home Services, adds, "The site is designed to provide the prospective buyers with not only the property statistical information, but with the latest technology they will also be able to further investigate the floor plans in greater detail."

Deutsch says, "When this service became available to us, we jumped at it. The competitive advantage alone was reason enough to sign up."

Managing Director at GMAC Real Estate in New York, Tomer Dicturel, has already had great sales success with the website. "I contacted a developer in Florida and explained the website to him," recounts Dicturel. "The next day, I had an exclusive with him for three buildings with over 300 units in each. We had 3 signed contracts in 48 hours. This is a great property listing tool."

According to the National Association of Realtors, home sales represented 35% of all existing single family, condo, and new homes sales in 2004. This displays a 16% increase over the previous year. Second homes sales also accounted for 41% of home sales in those same categories in 2005.

“The profile of home buyers in this category reflects those who have significant assets and the disposable funds to invest in second homes,” says Powers. “The market has been growing along with the baby boomer generation who is now looking to spend more time on leisure activities and have placed second homes at the top of their list.”

“From an investor’s point of view, this is an extremely efficient way to find available properties,” explains George Donohue, President of GMAC Real Estate IPG in New York. “Executives of commercial businesses are more likely to own a second home that suits their lifestyles. Executives admire efficiency; they will find this website very valuable.”

The expert real estate professionals of GMAC Real Estate International Properties Group offer Premier Service®, providing one-stop shopping for real estate, mortgage, title, insurance, relocation and other services to commercial and residential clients. We are also recognized for excellence in combining state-of-the-art technology coupled with a personal touch for all projects, great and small. GMAC Real Estate International Properties Group offers assistance in buying and selling property, and representing office and retail tenants in leasing.

International Properties GMAC Real Estate International Properties Group harnesses the power of GMAC Real Estate’s 1300 offices and 22,000 sales professionals to meet the unique needs of New York-based, domestic and international clients. “Service you deserve. People you trust.” www.gmacrealestateipg.com

###