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FOR IMMEDIATE RELEASE:

Reis, Inc. Launches “Transaction Analytics™” for Commercial Property Sales; Product Empowers Investors and Portfolio Managers to Create Custom Commercial Real Estate Sales Trend and Forecast Analyses

NEW YORK OCTOBER 1, 2008: NEW YORK--(BUSINESS WIRE)--Reis, Inc. (NASDAQ: REIS) today responded to the current banking and financial crisis by launching Reis Transaction Analytics™, a tool that empowers commercial real estate investors and portfolio managers to identify sales and capital markets trends that are directly impacting the value of their assets. The resulting precision supports more informed valuations and decisions with regard to troubled debt and associated commercial real estate collateral.

At a time when economic distress is prompting market participants to continually revalue their holdings, Transaction Analytics™ frees investors and portfolio managers from a dependence on broader measures of real estate capital market activity, such as the “average” cap rate in a metropolitan area, which typically mask market volatility. “Many portfolio managers and investors are used to relying on overall metro indications of value simply because that is what they have had to work with in the past,” said Michael Richardson, Reis’s Senior Vice President of Sales and Marketing. “Transaction Analytics™ allows users to dig beneath the market averages for a closer look at the relevant trends in asset values.”

For all of Reis’s metro areas and regions, users of Transaction Analytics™ can obtain, on demand, a customized read on historical, current, and forecasted capital market conditions, offering key measurements of sales transaction activity, including mean, median, and 12-month rolling cap rates, total sales price, price per unit or square foot, and total transaction volume. The user may refine this analysis by including only properties that meet specified sales transaction characteristics (price or cap rate), or physical characteristics (size, age or class). All property level transactions are accessible within the module, providing complete transparency. “Transaction Analytics™ unleashes the full power of the Reis Sales Comparables database,” said Reis Product Manager Kevin Varley. “At a time when there is a virtually unprecedented interest in all things real estate, this module addresses the critical questions that influence the valuation of commercial properties.”

Reis has a deep tradition of helping its clients respond to crises with facts and data. “We helped the Resolution Trust Corporation assign value to billions of

dollars worth of troubled debt collateral in the early 1990s. Since that time we have maintained continuity of leadership while developing a wealth of property level research, making Reis uniquely qualified to offer Transaction Analytics™ during this time of economic uncertainty,” said Bill Sander, Reis’s COO.

Transaction Analytics™ is available for purchase exclusively as an add-on module to *Reis SE* subscriptions. For more information, visit www.reis.com.

About Reis

Reis has been a provider of commercial real estate market information since 1980. Reis maintains a proprietary database containing detailed information on commercial real properties in neighborhoods and metropolitan markets throughout the U.S. The database contains information on apartment, retail, office and industrial properties and is used by real estate investors, lenders and other professionals to make informed buying, selling and financing decisions. In addition, Reis data is used by debt and equity investors to assess and quantify the risks of default and loss associated with individual mortgages, properties, portfolios and real estate backed securities. Reis currently provides its information services to many of the nation’s leading lending institutions, equity investors, brokers and appraisers.

Reis’s flagship product is *Reis SE*, which provides online access to information and analytical tools designed to facilitate both debt and equity transactions. In addition to trend and forecast analysis at neighborhood and metropolitan levels, the product offers detailed building-specific information such as rents, vacancy rates and lease terms, property sale information, new construction listings and property valuation estimates. *Reis SE* is designed to meet the demand for timely and accurate information to support the decision-making of property owners, developers and builders, banks and non-bank lenders, and equity investors, all of whom require access to information on both the performance and pricing of assets, including detailed data on market transactions, supply and absorption. This information is critical to all aspects of valuing assets and financing their acquisition, development, and construction.

For more information regarding Reis’s products and services, visit www.reis.com.

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