

# The **Real Deal**

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## **Related to offer first paperless lease option**



Jeff Blau, president of Related

Related Companies launched an online rental and leasing Web site today, making it, what the company says, the first national developer to offer paperless leasing. The program aims to let customers complete leases without printing any paper or even picking up the phone. In a statement released today, Related President Jeff Blau said that the site was created with changing customer habits in mind. According to the company's press statement, over 72 percent of New York metro area renters begin their rental searches online. *TRD*