

# TOP 7 REASONS TO CHOOSE A LOCAL REALTOR®

1. They have a commitment to high standards of professional conduct.
2. They are knowledgeable about developments and trends in local real estate. A REALTOR® will get you the facts: comparable prices, neighborhood trends, housing market conditions and more.
3. They are committed to ongoing education to increase competence and effectiveness in real estate trading.
4. Every local REALTOR® has been trained and tested. And REALTORS® are bound by a strict Code of Ethics and Standards of Business Practice that ensures fairness to all parties in a transaction.
5. Their pledge is to be honest in disclosing property information and forthright in providing the facts needed to help you make one of the most important decisions of your life.
6. They know the importance of developing marketing strategies that include your **local community newspaper** and **on-line digital exposure** to gain the widest audience for your home possible.
7. They have listed your home on [HomeFinder.ca](http://HomeFinder.ca) to expose it to potentially 3 million readers in the GTA.



**LIST LOCAL!**

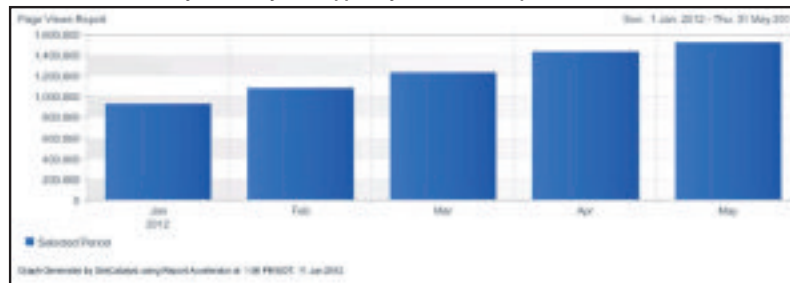


\*source: Brampton Real Estate Board

# WHY YOUR REALTOR® SHOULD LIST YOUR HOME ON HOMEFINDER.CA

Here are some results for this year...and we're growing!

This many home buyers stopped by our site to shop for homes in the GTA



Breakdown by Region  
(We are in North Peel Region)

Region	Unique Visits	Visits	Page Views
Ontario Region	1,951	3,789	75,244
Central/Cambridge Region	302	578	14,413
Greater St. Catharines Region	1,004	1,981	35,244
Hamilton Region	1,183	2,233	35,276
Southwest Region	1,153	1,021	4,982
Kitchener/Waterloo Region	907	949	33,981
Mississauga Region	1,224	1,412	54,130
Region of Peel	3,034	4,282	13,840
<b>North Peel Region</b>	<b>1,726</b>	<b>2,036</b>	<b>9,172</b>
North Region	487	489	11,180
Central Region	1,030	1,022	4,207
Simcoe County	39	48	1,407
York Region	82	254	3,252
Trillium Region	8,034	11,881	43,240
York Region	2,241	3,242	11,241
<b>Grand Total</b>	<b>247,148</b>	<b>281,826</b>	<b>1,083,328</b>

Here's a comparison to Realtor.ca

HomeFinder Totals Compared to Realtor.ca May 2012 - Ontario			
	Homefinder	Realtor.ca	HomeFinder Reach
Ontario Real Estate Boards	13	42	31.0%
Total Brokerages/Branch (Ontario)	2,841	3,469	81.9%
Total Listings (Ontario)	44,890	54,996	81.2%
Out of Province Listings	26,353		
Leads sent through Homefinder to a Realtor	525		

Let us help your local Realtor® to reach the widest audience possible in the [THE INDEPENDENT](http://TheIndependent.com) and on [HomeFinder.ca](http://HomeFinder.ca)



## Find a place to call Home

We combine the ability to customize your search with the latest mapping technology, demographics and a REALTOR Directory. Giving you the valuable Real Estate information you need to make informed decisions. HomeFinder.ca – helping YOU to “Find a place to call home”!

[HomeFinder.ca](http://HomeFinder.ca)