

# 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 [metroland media](http://metrolandmedia.com) readers in the GTA.



**LIST LOCAL!**

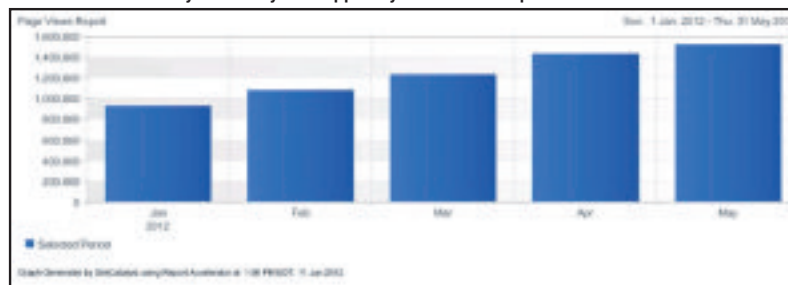


\*source: Brampton Real Estate Board

# 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



Region	Unique Visits	Visits	Page Views
Ontario Region	1,200,121	9,171,911	22,494,121
Central/Carleton Place Region	3,021	17,769	141,121
North Region	1,004,121	1,000,121	1,000,121
Hamilton Region	1,111,121	1,111,121	1,111,121
South Region	1,111,121	1,111,121	1,111,121
Greater Waterloo Region	1,111,121	1,111,121	1,111,121
Mississauga Region	1,111,121	1,111,121	1,111,121
Niagara Region	1,111,121	1,111,121	1,111,121
<b>North Peel Region</b>	<b>1,111,121</b>	<b>1,111,121</b>	<b>1,111,121</b>
North Region	1,111,121	1,111,121	1,111,121
Ottawa Region	1,111,121	1,111,121	1,111,121
Simcoe County	1,111,121	1,111,121	1,111,121
York Region	1,111,121	1,111,121	1,111,121
Timone Region	1,111,121	1,111,121	1,111,121
York Region	1,111,121	1,111,121	1,111,121
Grand Total	247,148	281,829	1,084,121

Breakdown by Region  
(We are in North Peel Region)

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)	2,341	3,449	68.0%
Total Listings (Ontario)	44,493	54,999	81.1%
Out of Province Listings	28,383		
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)

**Thinking of Making a Move...**

Johnson Associates Office  
905-877-5165



**Anne Saint-Amour**  
Sales Representative  
[www.GeorgetownHomeSales.ca](http://www.GeorgetownHomeSales.ca)  
905-ST-AMOUR/905-782-6687

Call me for a **FREE MARKET EVALUATION**

