

# 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!**

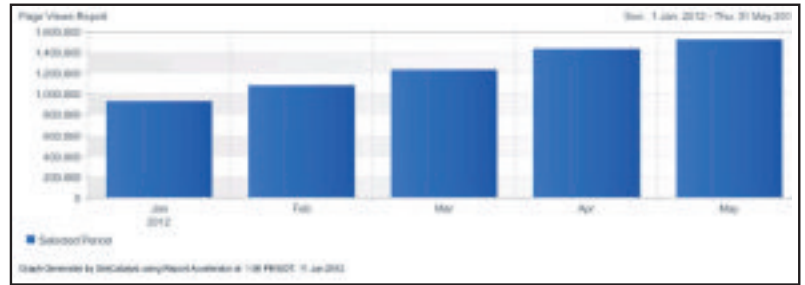


\*source: Brampton Real Estate Board

# 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
Eastern Region	1,005	3,019	2,494
Central/Carleton Place Region	3,823	11,781	14,173
West Region	1,504	4,581	5,944
Hamilton Region	1,583	4,832	5,926
Southwest Region	1,152	3,456	4,022
Goldenwater Region	907	2,721	3,791
Mississauga Region	1,034	3,102	3,470
Niagara Region	784	2,352	2,842
<b>North Peel Region</b>	<b>1,724</b>	<b>5,172</b>	<b>6,172</b>
North Region	487	1,461	1,782
Central Region	1,182	3,546	4,251
Southwest County	382	1,146	1,421
York Region	2,112	6,336	7,622
Timothy Region	884	2,652	3,222
York Region	1,041	3,123	3,741
<b>Grand Total</b>	<b>24,148</b>	<b>78,438</b>	<b>93,812</b>

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)	44,483	54,999	81.0%
Out of Province Listings	28,383		
Leads sent through HomeFinder to a Realtor	528		

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)