



Our Hot Listings product allows Realtors to extend the reach of their print ads to include online home buyers and sellers in their target market on Homefinder.ca, Canada's fastest growing real estate site. With the Hot Listings program, your ad will appear on Homefinder.ca in several high-profile ad spots including the home page of Homefinder.ca and the top of the search results in the 'Hot Listing' gallery.



What are Homefinder.ca **HOT**Listings?

The Offer

- To provide more visibility and drive qualified home buyers and sellers to your business, we've created a program that takes your real estate ads and extends their reach to include targeted, online home buyers and sellers. You can feel confident your listing will be viewed by affluent in-market buyers and sellers, and your client can feel confident that you're marketing their home effectively.
- We put your ad at the top of the search results in the 'Hot Listings' gallery, on the home page, and in other strategic places on HomeFinder.ca to get great visibility online with our audience of 500,000+ monthly unique visitors. Our Hot Listings product allows Realtors to extend the reach of their print ads to include online home buyers and sellers in their target market on Homefinder.ca, Canada's fastest growing real estate site.

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How It Works

- The Hot Listing shows at the top of the search results based on the location of the home. If the home is listed in Burlington and your ad is in the Oakville Beaver, your Hot Listing will show on search results pages for Burlington.
- The Hot Listing will also rotate through on the home page. After a consumer does a search on Homefinder.ca, the content automatically defaults to that location.
- The Hot Listing will appear on descriptive pages about the location of the listing, in the Home of the Week section, and throughout other pages on HomeFinder.ca
- On the search results pages, the Hot Listings will randomly rotate through upon page refresh, consumers can scroll through the gallery, or they can click on the 'see all' link to see all the hot listings in that area
- Hot Listings run for 1 week, with dates the same as the print publication with which they're bundled. Once your Hot Listing has expired, your listing will continue to be available in the search results for that market, and remain on HomeFinder.ca until sold*, at no additional cost.
- See your ad appear online by 4pm the day of the publication

Kristie Pells | kpells@theifp.ca | 905-234-1016

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