

5 Star Marketing Program

At RE/MAX Condos Plus, we promote all our listings with our unique FIVE STAR MARKETING PROGRAM

WEB SITE PROMOTION:

- * Each listing appears individually on www.remaxcondosplus.com - over 2,000,000 hits per month (the #1 Condo Brokerage Site in Toronto)
- * It also appears on www.mls.ca (#1 real estate site in Canada); www.realtor.com (#1 real estate site in the U.S); www.remax.com (#1 real estate network); and www.primelocation.com (#1 real estate site in the U.K. and Europe)

PICTURE TOURS:

- * Now every listing is promoted with our 'PICTURE TOUR' Program - up to seven additional pictures highlight views, individual rooms and floor plans. These Tours appear on our Web Site and can be converted into Feature Sheets for promotion on showings.
- * Feature Properties appear on RCP-TV, our window Plasma TV System with over 2,000 viewer impressions every week.

IN OFFICE PROMOTION:

- * Every new listing is first paged to our agents and is promoted within the Company. Result: we sell 43% of our own listings versus less than 20% for the Industry.
- * Each listing appears as a window card in our backlit window display in both our retail locations. The Harbourfront receives a million visitors each year and our second location, the only plaza on the Etobicoke Waterfront, receives thousands of visitors.

DIRECT MAIL PROMOTION:

- * All listings are promoted in our 'Market Report', distributed monthly to 40,000 units in Downtown Toronto and South Etobicoke. This Report is also mailed to five Relocation Companies and four newspapers.

NEWSPAPERS:

- * All listings appear in the Real Estate News Magazine - a four-page centre pull-out display ad appearing every four weeks. In conjunction with the ad, ReMax Condos Plus features a special property on the cover. REN has a distribution of 100,000+ copies; 25,000 delivered to upper income homes in Central Toronto via the Toronto Star.