

# **Advertising Opportunities**

CondoNow is the comprehensive Industry platform for Developers to advertise and list their projects to the real estate Agent community.

Developers post their New Condo projects as well as their remnant inventory on the site for free.

#### Agent.CondoNow.com

Agents use an advanced search engine to easily find their client a New Condo when they have a need. Think of it as the MLS for New Condos.

Developers can purchase premium advertising packages to maximize exposure and lead generation.

## CondoNow is the New Condo Listing Service.

#### **Benefits**

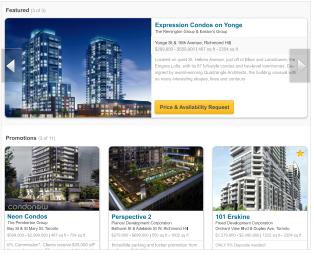
Cut through the email noise and launch your new projects and promotions on the real estate Agent research platform.

Expand your distribution channel to all real estate Agents, including Agents currently not actively selling New Condo's.

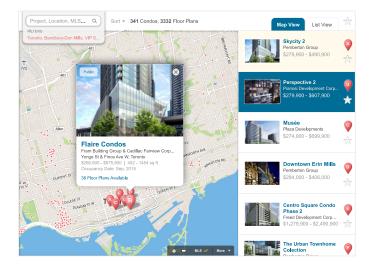
Increase project exposure by accessing a network of thousands of real estate Agents.

Market remaining remnant inventory to thousands of real estate Agents.

Agents search for remnant inventory in much the same way as they do with the MLS, broadening the potential market for buyers of new condos who today may not otherwise have access to or consider new condo properties.







CondoNow's Map Search

Agents can easily browse your promotions including, promotions specifically geared towards the Agent.

Get the highest quality leads: Real Estate Agents. We don't provide you with leads from "tire-kickers" and "real estate enthusiasts".

Leads are sent to the project's sales team and they maintain full control over the sales process.

CondoNow is a powerful tool to gauge the response of the real estate Agent community pre-launch. Use detailed traffic data from Agents to time project launches, special events & promotions.



# Why advertise on CondoNow, I already have a large database of real estate Agents?

Email is an inexpensive way to broadcast a message to many people all at once. However, email has many problems, (spam filters, full inboxes, unrecognized messages and message overload) all of which contribute to a very low penetration rate.

With over 500 condos in the GTA and dozens of messages sent out every day, how does an Agent or purchaser keep track of everything? The reality is, they can't. All of the emails start to look the same and the Agent reaches "information overload", essentially tuning out most of the messages.

Google and other search engines have proven that people search for information when they have a need for it. Over 90% of real estate searches start online. CondoNow is the most detailed search engine designed for real estate Agents. Agents can quickly and easily search for a New Condo just like they would using the traditional MLS, but with lightning fast speed, the best map search (displaying subway and LRT lines), and project pages featuring rich media. Agents can save their searches and CondoNow will alert them when any new properties or suites are added and match their criteria. (Just like the MLS) \*coming soon

#### **In Summary**

- 1. Basic advertising and setup is free.
- It allows the Agents to easily find their client a New Condo at the moment they have a need. This keeps your projects in the Agents' focus at all times.
- Agents can easily follow and browse through VIP projects and coming soon projects. Ensuring your message gets to the real estate Agent community.
- 4. Advertising packages are available to maximize your exposure / lead generation and the pricing is designed to meet any marketing budget.

#### Agents can conduct a comprehensive search with the following criteria:

City Neighbourhood MLS zone Walk Score\* Bike Score\* Transit Score\* Sales Status Occupancy Date Construction Status\* Condo Amenities Neighbourhood Amenities\* Commission Price Range Price per sq. ft. Minimum deposit %\* # of bedrooms # of bathrooms\* Size View Exposure

Project, Location, MLS	٩	Sort 🔻 <b>480</b> C
City	>	
Neighbourhood	>	
Sales Status	>	
Occupancy Date		

impressive Minut

condos per visit

# 2,600+ Real Estate Agent Members

# Thousands of impressions to qualified, professional leads

(Not real estate "enthusiasts")

# **Our Members:**

Agents active in the condo market 100-200 visits per day

# **Platinum Projects:**

5,000-8,000 monthly impressions for Platinum Projects 1,500+ minutes are spent on Platinum Projects monthly

# **Email Campaigns:**

Expand your reach to thousands real estate Agents Average of 5,000+ opens per email among all Agents CondoNow members average a 35% open rate!

Increase your projects' reach by advertising on the best new condo resource available. Condonow's robust search allows Agents to search, compare, and find a new condo based on their clients' needs.

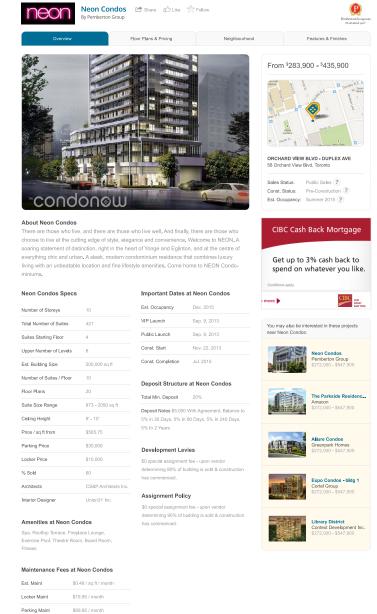
	Bronze Free Project Branding	Silver Perfect for Inventory	Gold Great for Post-Launch	Platinum Perfect for New Launches
Advertise to Agents	FREE No Leads	<b>\$0/month</b> \$50 Per Lead	<b>\$200/month</b> \$20 Per Lead*	\$500/month Unlimited Leads
Project Listing Including Setup	~	~	~	~
Inclusion in Search Engine Appear in 1,000's of searches	~	~	~	~
Promotion Advertising Included on browse page	~	~	~	~
Company Profile Listing all projects	~	~	~	~
Self-Maintainance Backend Ensure plans/pricing up-to-date	~	~	~	~
Newsletter Email of launches/promos		~	~	~
Featured Project Listing Top of Search & Browse results, sorted by package		~	~	~
Featured Promotions Top of promos, sorted by package			~	~
Market Stats Report Views, requests, searches, etc.			~	~
Exclusive Listings Hide other projects				~
3rd Party Ads Removed				~
Agent Lead Gen.				
Price & Availability Requests		✓	~	~
Worksheet Submissions		<b>~</b>	✓	✓
Sales Center Info Phone, Address, Email		~	~	~
Project Sharing Email, Facebook, Twitter, embed		~	×	~
Follow the Project Register for project updates		~	~	~
Requests for More Info		~	~	~
External Links Project website & social accounts		~	~	~
Capped Lead Cost *Gold capped at \$1,000/month			~	~
Unlimited Leads				~

#### Bronze Advertising - 100% FREE!

The only industry solution to advertise your projects and promotions to the real estate Agent community with rich media and a very robust search engine.

#### 1. Advertising

- Free project and floor plan listings for any project.
- Demonstrate your project with rich media.
- Your Project will be included in the CondoNow search engine and browse page.
- Your brand and product will be visible to thousands of Agents.
- Advertise Agent specific promotions and communications in a non-public environment.
- 2. Agents can follow your project and automatically be alerted of any updates, promotions or special events.
- 3. Free Developer profile page.
- 4. CondoNow will set up your project for free.



CondoNow Project Page ~ Overview

Notes: Includes heat, air conditioning, water, bui insurance & upkeep of common areas - hydro

seperately metered

#### Silver Advertising - \$0 per month & \$50 per lead

Perfect for projects with remnant inventory and have been on the market for many months. Inventory will likely be sold to end users. CondoNow's search engine makes it easy for real estate Agents to search for a new condo when they have a client need.

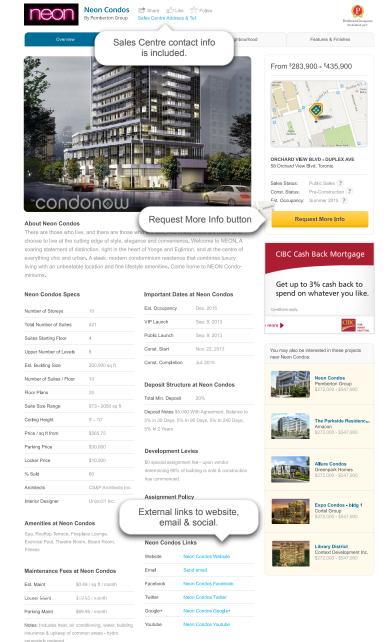
1. All the benefits of the Bronze package

#### 2. RECEIVE LEADS!

- Actively collect the highest quality, real estate Agent leads by accepting Info and Price & Availability requests.
- Your project page will include sales centre contact info and external links (email, phone, website, etc)

#### 3. Get more exposure by:

- Moving above Bronze projects in search results and the browse page.
- Your project will be advertised on Bronze project pages.
- Project will be included in newsletters sent to thousands of real estate Agents.
- 4. No monthly fee and cost-per-lead fits into any marketing budget.

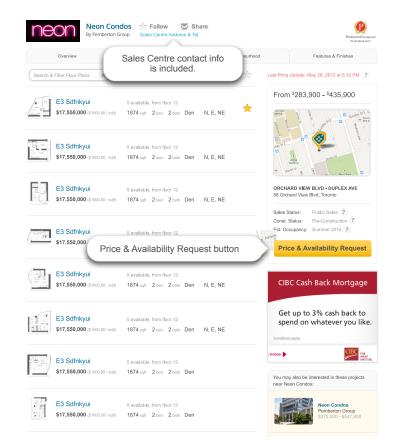


CondoNow Project Page ~ Overview

## Gold Advertising - \$200/month \$20 per lead

The gold package is great for post launch projects where there is still a lot of interest. The low monthly fee lowers your per user lead cost and caps your total investment.

- 1. All the benefits of the Bronze & Silver packages
- 2. Get even more exposure by:
  - Moving above Bronze & Silver projects in search results and the browse page.
  - Your project will be advertised on Bronze & Silver project pages.
  - Your Project special events and promotions will be elevated above Bronze and Silver projects
- Info can be set up and maintained by CondoNow if updates are regularly provided.
- Receive a Market Stats report from CondoNow - See how your project is performing compared to industry averages.
- 5. Low monthly fee lowers per-lead-cost & caps your total investment at \$1,000 per month.

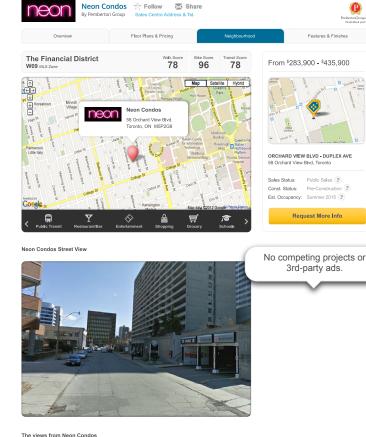


CondoNow Project Page ~ Floor Plan Tab

## Platinum Advertising - \$500/month

Perfect for New Project Launches because it delivers the most exposure and lead gen, helping to build hype for a set reasonable budget.

- 1. All the benefits of the Bronze, Silver & Gold packages
- 2. Our highest level of service - Maximize your exposure by:
  - Moving above Bronze, Silver & Gold projects in search results and the browse page.
  - Your project will be advertised on Bronze, Silver & Gold project pages.
  - Your Project special events and promotions will be elevated above Bronze, Silver and Gold projects
  - Your Project will not include advertising from any other projects
- 3. 3rd-party advertisements are removed, allowing Agents to concentrate on your project.
- 4. Fixed monthly cost includes unlimited leads.



--- Follow



CondoNow Project Page ~ Neighbourhood Tab

## **Leading Project Advertising**

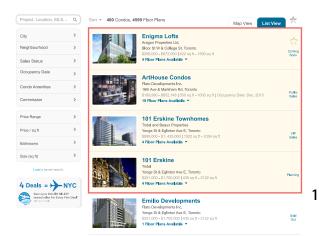
Call to discuss availability and pricing

Get top spot regardless of search request. Guarantees the most amount of impressions. Maximum 5 spots per month. Only available to Platinum Projects.

## **Email Campaigns**

\$3,000/email

Sent to thousands of real estate Agents. Average of 5,000+ opens & members average a 35% open rate!



CondoNow's robust search page showing four leading project ads.





CondoNow browse page showing a rotating leading project ad.



#### **Hines & Tridel Announce Anticipated Launch of Aqualina at Bayside Toronto!**

#### New Condominium Part of \$1.1 b Mixed-Use Development Located on the Waterfront in Downtown Toronto

Toronto, June 5, 2013 – Tridel, Canada's leading condomin developer and international real estate firm Hines, today released details of their new condominium development called Aqualina at Bayside Toronto, the first residential phase of a 13 acre mixed use development called Bayside Toronto. Valued at over \$1.1 billion, Bayside will be the first neighbourhood in downtown Toronto to feature two million square feet of residential, commercial and cultural uses all on the water's edge

"Hines' master-planned approach to the neighbourhood- and the lifestyle amenities and opportunities they envision for the site- make this not only an inc anable conde m project for Tridel, but for

#### The easiest way to find your clients' next Condo

 Search from 400+ condo buildings. Simply submit your Worksheet or Price & Availability Request on CondoNow. . The developer works with you to

finalize the deal.

· Let us know the deal is firm and we reward you up to 300 AIR MILES® reward miles† once confirmed. You earn 100% of the commission



# ™CONDON⊗W The New Condo Listing Service

## Worksheet Software

\$10/suite Minimum Cost of \$3,000. Includes Setup & Support.

Go from a manual process to a fully digital solution. Automate the process of collecting worksheets and easily allocate units based on a built-in Agent -ranking system. Full email workflow keeps it simple for both the Developer and the Agent. Integrates with your website or Agent portal.

TRIO w	orksheet	0
AT ATRIA	xe (2) Purchasser Info (3) Done	
Select your top 3 suite The Developer will contact First Choice	preferences below. t you with availability and pricing	
*Floor Plan	Select	•
*Floor Range		V
"View		×
*Parking		
Second Choice		
*Floor Plan	Select	•
*Floor Range		v
"View		×
Darking		

Easily integrate CondoNow's Worksheet Software into your existing website.

# iPad-Based Price & Availability Management

\$10/suite Minimum Cost of \$3,000. Includes Setup & Support.

No more reliance on paper - The iPad-based Price & Availability Management allows the entire sales team to always be up-to-date with real time updates to plans and pricing.



Access real-time availability and suite info (including plans and pricing) from anywhere.

## iPad-Based Contract Generation

\$15/suite

Minimum Cost of \$3,000. Includes Setup & Support.

A simple step-by-step wizard will walk sales people through the contract generation process cutting down on costly human error. Start accepting digital signatures introducing the buyer to a better sales experience.



CondoNow provides you with the easiest way to generate a purchase agreement.

#### How do we get started?

- Determine the right plan based on your project needs.
- Set up your project page.

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#### Who is CondoNow?

CondoNow is owned and operated by Aareas interactive Inc. Since 1991, Aareas has been a leading technology company providing cuttingedge sales and marketing solutions to the real estate market. Working with dozens of leading

developers, Aareas has developed an industry platform and marketplace that promises to connect condo projects and their inventory to real estate Agents in the most efficient way.

For more information or to speak to a CondoNow representative, please contact us.

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The New Condo Listing Service

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