

New Website and Features for Consumers on TorontoRealEstateBoard.com

Toronto, August 16, 2011 – After redefining its 86 Multiple Listing Service® districts into communities and neighbourhoods, the Toronto Real Estate Board (TREB) has taken another step to offer clear, easily accessible information to consumers by unveiling a newly redesigned public website.

Offering immediate access to key information, the website's landing page hosts a video widget, and four large clickable boxes: Market Update, Hot Consumer Topics, President's Columns and video blog and Housing Charts.

Under the Market Update icon, consumers will find current and archived issues of news releases and TREB's flagship publication Market Watch. Hot Consumer Topics includes information on how factors like the Harmonized Sales Tax (HST), the Land Transfer Tax (LTT), and Money Laundering / Terrorist Financing legislation affect real estate transactions. The President's Columns icon features a collection of articles on a range of topics for homebuyers and sellers. The Housing Charts section outlines the latest market conditions in graphic form.

Directly below the site's four main sections, a selection of videos is displayed as a clickable reel. Consumers can choose from a monthly market updates, economic and commercial market analyses and information pieces on various aspects of a transaction.

"Real estate can be a very fast moving business in which interpreting detailed information is critical to a successful outcome, and while Greater Toronto REALTORS can offer invaluable professional guidance, an informed consumer can also contribute to a smooth transaction," said Toronto Real Estate Board President Richard Silver. "To make information as accessible as possible, the new website offers updates via text, graphic and video formats, which cater to consumers' diverse preferences."

Information geared to buyers' and sellers' needs such as plain language forms, quick links to allow consumers to search local listings directly through the Canadian Real Estate Association's website www.REALTOR.ca and the ability to search open houses scheduled throughout the Greater Toronto Area is available. Directly below, a continuously refreshing information box offers tips on tax rebates and more. Consumers will be able to use the search tool to obtain the contact information of individual Greater Toronto REALTORS®. An overview of the association's activities and the REALTOR® community including charitable efforts are also highlights.

Also included are direct links to subscribe to TREB's RSS feed and the association's social media profiles found on Facebook, Twitter and TREB's YouTube channel.

"Social media offers an ideal opportunity for us to share information with our REALTOR® Members and the consumers they serve, and most importantly, to hear from them so that tools and information can be tailored to their needs," said Mr. Silver. "Since the new design was based on their feedback, we anticipate that it will become a key bookmark for buyers and sellers throughout the GTA."

Visit TREB's consumer website at www.TorontoRealEstateBoard.com

Greater Toronto REALTORS® are passionate about their work. They are governed by a strict Code of Ethics and share a state-of-the-art Multiple Listing Service. Over 31,000 TREB Members serve consumers in the Greater Toronto Area.

The Toronto Real Estate Board is Canada's largest real estate board.

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