



Via Capitale launches its Art web platform, showcasing unique and distinctive properties

Montreal, November 18, 2013 - Via Capitale has launched the web platform for its **Art** program – ArtViaCapitale.com/en – designed to provide a showcase for outstanding properties and for property owners who have invested their talent, sophistication, architectural vision, concern for the environment, energy-efficiency and heritage in making their properties unique and distinctive.

Vendors can present their Art-qualifying property and describe in their own words its special character, with the aim of sharing a personal vision with potential buyers before they visit. The buyers, meanwhile, can apply a wide range of unique search criteria at the site, ranging from ecological features (geothermal energy, LEED, eco-friendly materials, solar panels, white roof, green roof, etc.) to lifestyle (sauna, spa, beach, dock, boat, wine cellar, ski-in/ski-out, etc.). This information will greatly aid buyers in targeting the exact type of property and location they seek.

"Our Art program has enjoyed considerable success since its launch. This is because vendors like to get more involved and they appreciate the range of services we bring to the selling of their property," said Nicolas Ayotte, president and CEO of Via Capitale. "Whether it's a beautiful condo or house in the city, an exclusive mountainside home or waterfront property, our Art site offers a superb showcase. It also enables the listing of \$500,000-plus properties at the LuxuryRealEstate.com site, an international network dedicated to prestige properties."

The aim of the Art program is to present each property in an innovative, professional and human manner. The slogan "You know the art of living; we know the art of selling" neatly sums up the philosophy of the program.

The market for prestige and quality properties is well developed everywhere in Quebec and represents up to 20% of properties put up for sale, depending on the region.

All Art program clients can, in addition to using the www.ArtViaCapitale.com/en platform, promote their property through a customized ViaMag Art brochure (in paper or virtual format), as well as on major social networks: Facebook, Twitter, LinkedIn and Pinterest.

For more information about the Art program, visit: ArtViaCapitale.com/en

About Via Capitale

Via Capitale has been a leader in real estate in Quebec for more than 20 years. Its mission is to offer customers the best possible service by focusing on the human aspect, and on professionalism and technology via its network of more than 1300 brokers province-wide. Via Capitale is a division of Brookfield Real Estate Services Inc., an income trust listed on the Toronto Stock Exchange (TSX:BRE).

Information:

Isabel St-Laurent
Vice President, Marketing and Communication
Via Capitale
E-mail: isabel.st-laurent@viacapitale.com
Cell: 514-998-7097
Office: 1 514-287-1818, ext. 307

Note: To see how the owners present their distinctive properties, copy and paste any of the following numbers into the field in the centre of the home page screen and you will be automatically linked to the property:

10144531	14171705	21486504	27374961
10185080	14248226	21850475	28483067
10200068	15786586	22513310	524525247
10370958	15900990	23953821	8601087
10398122	18615481	24046874	9086913
10535890	18763700	24058025	9432025
10829995	19297303	24486338	9468542
11372127	20113792	24797823	9687803
12350734	20522639	25344019	9891052
13685323	20569387	25968830	9895226
