



## **Via Capitale launches 'new property' search feature to help consumers and residential builders**

**Montreal, April 16, 2014** -Via Capitale has announced the launch of a 'new property' service to enable buyers seeking a brand new home to easily identify suitable properties and to help builders better highlight their new offerings. All this on a website that attracts more than 800,000 unique visitors per month.

"The market for brand new condos and homes is an important one in nearly all Quebec regions, and a growing number of builders rely on our Via Capitale brokers to publicize their projects to potential buyers," said David Martin, president and CEO of Via Capitale. "Many potential buyers also call on the services of our brokers to locate properties that could match their needs. Our 'new property' service offers both parties a response that is human, professional and innovative... and it is being very well received."

Thus, a 'new property' section has been added to the Via Capitale site to highlight this category of residences in a distinctive way. With one click on the homepage, potential buyers can access the 'new property' section and then narrow down their search criteria to target new constructions that match their needs. They can also make selections by project. This links them to a page showing all the properties available in a specific project and, if appropriate, to properties offered by the same builder in another project.

On the description page of each new property, the name, logo and address of the builder's website appears clearly at the top, in addition to all the other usual information. This offers new home builders an excellent opportunity to showcase their projects at a professional and respected site that receives more than a million visitors a month.

### **About Via Capitale**

Via Capitale has been a leader in real estate in Quebec for more than 20 years. Its mission is to offer clients the best possible service by focusing on the human aspect, on professionalism and technology and on its network of more than 1300 brokers across the province. Via Capitale is a division of Brookfield Real Estate Services Inc., an income trust listed on the Toronto Stock Exchange (TSX:BRE). ([www.viacapitale.com](http://www.viacapitale.com))  
Facebook: <https://www.facebook.com/viacapitale?fref=ts>

### **Information:**

Isabel St-Laurent  
Vice President, Marketing and Communications  
Via Capitale  
Email: [isabel.st-laurent@viacapitale.com](mailto:isabel.st-laurent@viacapitale.com)  
Mobile: 514-998-7097  
Office: 1 514-287-1818 x 307