

NEWS RELEASE

» NEW WEB PLATFORM



Via Capitale launches its new web platform, revolutionizing the customer experience

Montreal, October 16, 2013 – Via Capitale today launched its new web platform that is using leading edge ITC technologies, advanced web architecture and top quality design to revolutionize the customer experience by offering a service that stands apart from a human and professional perspective in showcasing a property.

USER-FRIENDLY AND SEDUCTIVE

On arriving at the viacapitalesells.com site, visitors are immediately struck by the beauty of the large-size photos of homes offered for sale. The total number of properties currently available is shown in the centre of the screen, while easy-to-use search tools that offer a range of search criteria. A drop-down menu permits smooth navigation to other parts of the site. At top right, visitors can click to open a "My Via" account in just a few seconds. Favourite properties can be easily saved here during a browsing session, and users can access a host of My Via services from Facebook or email.

"The new Via Capitale platform combines aesthetic refinement with sleek design and underlines our commitment to meet customer expectations. With its optimal use of the most versatile and advanced interactive communications technology, this site offers every user a user-friendly and intuitive experience that is unique in the real estate sector," said Nicolas Ayotte, president and CEO of Via Capitale.

DESIGNED AROUND PRIORITY NEEDS

By scrolling down on the homepage, visitors can view three selections: Featured Properties, Open Houses and New Properties. A counter shows the total number of properties in each category, which can be accessed with one click. This intelligent organization of information is designed to meet the priority needs of home-seekers. When a property interests the visitor, one click on the "heart" stores it in their My Via account.

REGION BY REGION

Scrolling further down on the homepage reveals a unique "regional overview" where the visitor can obtain a wealth of information about a chosen area, including its population and median property value. By selecting a region, visitors can access a photo gallery and useful information, as well as all available properties. Clicking on a specific property produces photos and key information, as well as an enhanced Google Map showing all local services (schools, health, parks, public transit, grocery stores, etc.).



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» VIACAPITALESELLS.COM

FLEXIBLE AND ACCESSIBLE

The new Via Capitale site is exceptionally flexible due to its structure and content, which instantly adapt to the size of the device's screen, from large desktop computer to tablets to smart phones. The display quality remains consistently high regardless of the screen format and all functions are accessible from a mobile device. This unlimited flexibility optimizes the appeal of each property as well as the quality of the search engine results.

OPEN HOUSES AND MORE

Finally, at the bottom of the homepage, visitors can choose and organize their open house visits and learn about the various protection plans offered by Via Capitale.

For more information, and to explore all the possibilities offered by the new Via Capitale platform, visit viacapitalesells.com

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, 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).

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Via Capitale wishes to acknowledge the excellent work of its collaborators on this project, in particular:

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