



homeTRADER.ca™

Connect with  
new home and  
condo buyers.

Meet your match.  
**home**™  
**TRADER**™

homeTRADER.ca™



## Building on success and breaking new ground.



**Canada's new online destination  
for people finding a place to live.**

For over 20 years, we have been helping Canadians with finding the right home. Over this time, we have built our awareness to over 65% among Canadian consumers<sup>1</sup> – helping you connect with more customers looking for a place to live.

Building on the success of our print publications *New Homes*, *New Homes & Condos*, *New Home Buyers Guide* and *Condo Guide*, we have invested our expertise and knowledge to create a new consumer-centric website that extends the reach of our print portfolio.

We are very excited to introduce the new online destination for Canadians looking for a place to live: **homeTRADER.ca**.

**homeTRADER.ca** reflects Trader Corporation's commitment to deliver the best user experience and ultimately the best advertising value for you. National in scope with local reach, **homeTRADER.ca** is loaded with amazing content, tools and functionality, allowing prospects to tour your properties and explore neighbourhoods in a whole new way – generating qualified leads for your business.

Multimedia campaigns in print and online reach the largest possible audience. Integrating your campaigns in our print and online media with **homeTRADER** will deliver this audience.

There's a place for everyone and someone for every place. **homeTRADER** will help everyone find their match.

Meet your match.  
**home**  
**TRADER**





home  
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TRADER

homeTRADER.ca™

homeTRADER.ca™



## Targeted. Dynamic. Personal.

Rich in content, easy-to-use and with helpful tools, **homeTRADER.ca** will quickly become the online real estate destination for Canadian home shoppers.




### **Building Brand Momentum**

We are committed to creating awareness and driving traffic through:

- Promotion at major trade shows and events
- An advertising campaign through our print and online media
- Leveraging traffic from YellowPages.ca™ and Trader Corporation properties with over 9 million unique monthly visitors<sup>1</sup>
- Online campaigns targeted at registered and new users
- Significant investments in Search Engine Optimization and Search Engine Marketing in Google, Yahoo! and MSN/Sympatico

### **HIGHLIGHTS**

- Geo-targeted content and advertising
- Interactive mapping with 2D, Road, Aerial and Bird's Eye views
- Guided search and navigation
- Search Results with Picture, List and Map Views
- Feature-rich Property Detail Pages
- Mutli-photo Property Tours
- Neighbourhood amenities powered by  **YellowPages.ca**™
- Engaging, informative editorial features
- Saved Searches and Social Networking

**homeTRADER.ca** provides the content, tools and intuitive usability to make home searching easy and comfortable.

As users progress through their search, relevant finds and information help them qualify the properties that suit them. They can feel confident about making an informed decision when they come to your door.

Meet your match.  
**home**  
TRADER

<sup>(1)</sup> comScore MediaMetrix, September 2008

homeTRADER and homeTRADER.ca are trademarks of Trader Corporation in Canada. YellowPages.ca is a registered trademark of Yellow Pages Group in Canada.



Meet [hometrader.ca](http://hometrader.ca)  
It's different.



[hometrader.ca](http://hometrader.ca)



# Search. Navigate. Find.



## Reach the "in crowd"

Social networking greatly extends reach as it enables users to let everyone in on their important and highly emotional decision.

With a simple click users can share their prospective new homes with their friends on Facebook, MySpace!, Stumble it!, Digg, del.icio.us, Reddit and Yahoo MyWeb.



Social Networking has become a daily activity for 51% of online Canadians. An online survey showed that 7 million Canadians out of a total population of 32 million use Facebook as of January 2008.<sup>1</sup>

homeTRADER.ca has been designed to provide a personal, relevant and easy-to-use online experience.

Different users browse in their own unique way, but they can all find your listings on homeTRADER.ca. From simple keyword searches to the fully interactive maps, homeTRADER.ca provides relevant results and the navigational flexibility creates multiple paths to each property listing.

## Interactive Map Search

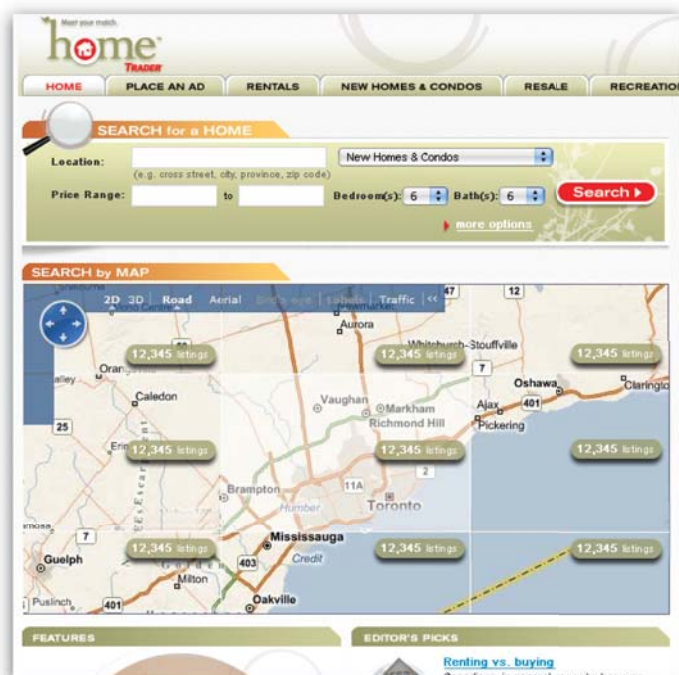
Users can target specific neighbourhoods by zooming in and panning across the fully interactive map. Individual properties are shown on the maps as clickable pins that take users directly to the property detail page.

## Site Keyword Search

Alternatively, users can enter their own keywords along with their preferences for key features to get fast, personalized results. Search Results have three view options to ensure every listing has the greatest chance to be seen by every user.

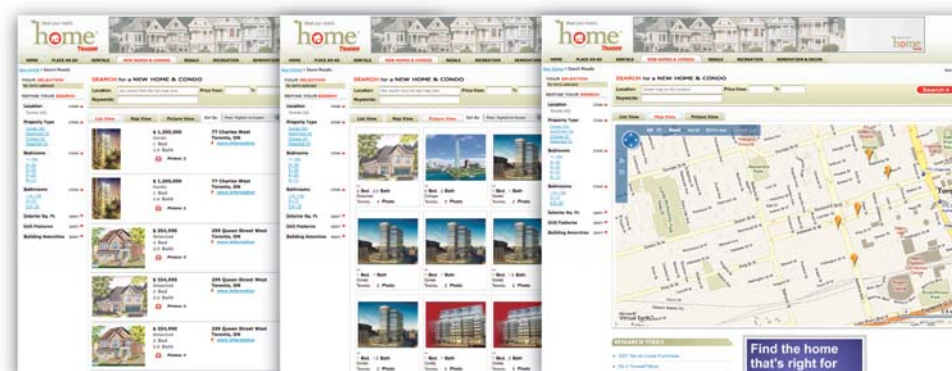
The intuitive usability and enhanced interactivity make the search experience simple, engaging and more importantly – useful. They will always find what they're looking for – making it easier for them to meet their match.

This higher traffic increases your visibility and advertising value delivering a stronger return on your investment.



## INTUITIVE SEARCH

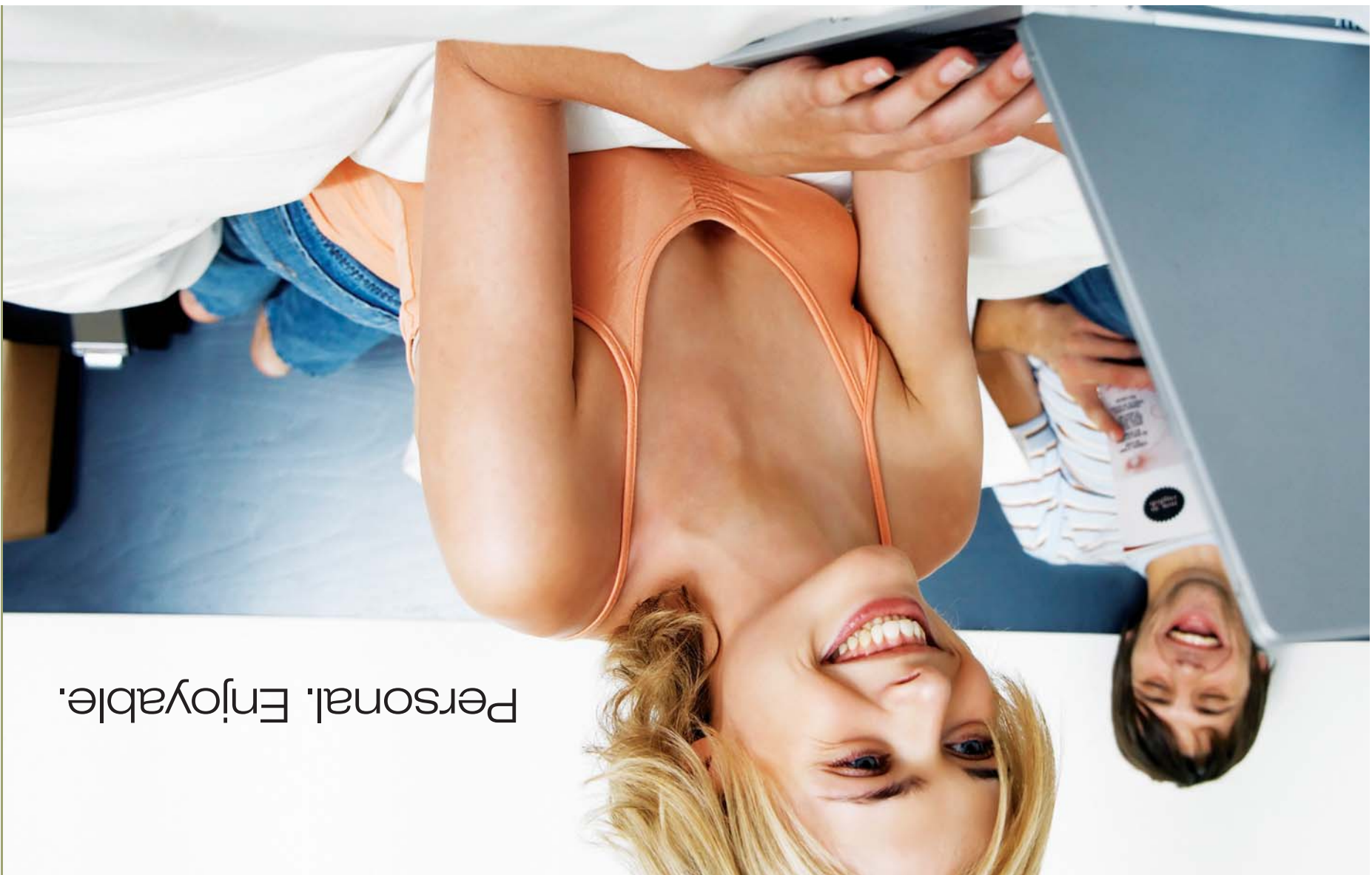
Users can search properties with the interactive map or by keyword site search.



## FLEXIBLE NAVIGATION

Users can browse Search Results by List View, Picture View or Map View –increasing your visibility and the odds of them finding your properties.

(1) Online Survey, ZINC Research, December 2007  
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Personal. Enjoyable.



hometraders.ca™





## Multi-photos. Engaging Content. Qualified Leads.

homeTRADER.ca  
UNLOCK YOUR FUTURE SALE

HOME PLACE AN AD RENTALS NEW HOMES & CONDOS RESALE COTTAGE & COUNTRY RENOVATION & DECOR

Home > New Homes & Condos > Search Results > Ad Details

PROPERTY DETAILS  
From \$2,000,000 | Monarch, Upper Thornhill, Toronto, ON | Listed: Friday Feb 15, 2008 at 2:45 PM

Property Description Contact Developer/Builder

Monarch  
Upper Thornhill Estates

PROPERTY DESCRIPTION  
Monarch has joined forces with Country Wide Homes to bring you Upper Thornhill Estates, a stunning new signature community in Vaughan. A true celebration of nature, Upper Thornhill Estates is located in Vaughan's best greenbelt, extending from Major Mackenzie Drive to Teston Road, and from Ballhurst Street to Dufferin Street. The community is set amidst rolling hills and dense woodlands with miles of scenic trails. Homebuyers can choose from a variety of estate homes on 42', 47' and 50' lots with designs from 2,600 sqft up to 4,200 sqft. Home designs include such beautiful features as an 8' tall genuine mahogany entrance door, 3 1/4" hardwood.

MODEL UNIT AMENITIES  
•Gunning 50' Singles Backing onto the Ravine • \$25,000 in Extras\* on 50' Ravine Lots •Bress room •Swimming pool •Recreation room •Security onsite •Storage onsite •Pets Allowed •Adult Building •Bress room •Swimming pool •Recreation room •Security onsite •Storage onsite •Pets Allowed •Adult

BUILDING AMENITIES  
•Gauss • Dry Cleaners • Ceiling Fan • Cable Ready • Concierge • Tennis Courts • Party Room • Dishwasher • Courtyard • Whitpool • Elevators • On-site laundry • Swimming Pool • On-site storage • On-site management • 24 hours security guard • Games room • Playground • Close to public transport

CONTACT DEVELOPER: 416-875-9344

Your Name: \_\_\_\_\_ Request  
Your Email: \_\_\_\_\_  
Your Phone: \_\_\_\_\_

Send a copy to my email

Mon-Fri 9:00 AM - 6:00 PM  
Sat 9:00 AM - 3:00 PM, Sun 12:00 PM - 3:00 PM

By clicking Send you agree to our Terms of Use & Privacy Policy

As users refine their search and short list their favourites, the content-rich Property Detail Pages on **homeTRADER.ca** bring each property and community to life.

Loaded with information, the Property Details Page lets users research the property comprehensively as well as explore the neighbourhood – making sure it fits their lifestyle.

### KEY FEATURES

- Multi-photo tours of the property – inside and out
- Geo-targeted mapping of neighbourhood amenities powered by **YellowPages.ca™**
- Descriptions of the property, features and amenities
- Directions to and from the property
- Property Details: address, city, price, bedrooms, bathrooms, interior floor area, lot size, parking spaces and more
- Contact Property Developer Form

With their research completed, prospective home buyers can make their inquiry directly to you with the Contact Form at the bottom of the page, delivering a confident, qualified customer at your door – ready to make one of their most important decisions.





Confident, qualified  
home buyers.



hometraders.ca™



## Get results with our Media, Tools and Service.

### INVEST IN SUCCESS

- Integrated print and online offers provide exceptional advertising value and qualified lead generation
- Greater reach through national scope with regional focus
- Showcase all your properties in your branded Showroom with direct links to your corporate website
- Real time management and measurement of your campaign performance
- Flexible, effective branding opportunities throughout

When looking for a place to live, home buyers employ various tools, resources and strategies. Shoppers will consult different media sources at various stages of the buying process.

As part of our integrated model, **homeTRADER** offers you the media, tools and service that deliver the most prime prospects while giving you the control and support to effectively manage and measure the performance of your campaign.

#### Media

- Exposure online and in print publications such as *New Homes*, *New Homes & Condos*, *New Home Buyers Guide* and *Condo Guide*\*
- More than 2 out of 3 Canadians are aware of Trader Corporation real estate websites or magazines<sup>1</sup>
- Nearly 1 out of 3 Canadians consult our media – at least 4 times a year<sup>1</sup>

#### Tools

- Back-end tools provided by **Trader Property Showroom** enable 24/7 real-time management of your listings
- Targeted, self-qualifying lead generation
- Detailed reporting and statistics at your fingertips

#### Service

- Enjoy full service convenience with the control of self service features
- Dedicated online support to help build and manage your campaigns
- Professional, knowledgeable support is always available

\*In regions where print publication is available.

(1) Trader Readership Study, Ad hoc Research Inc., August 2007

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Putting all the pieces together.



hometraders.ca™

# Premium Products. Premium Results.

homeTRADER.ca offers a range of premium products to help you boost your sales. These features are designed to compliment your homeTRADER.ca listings and easily direct users to your Showroom, Property Detail Pages or even your corporate website.



## 1 Priority Placement

Be seen first by moving your listings to the top of Search Results pages as a "Featured Ad". On average, Priority Placement listings get **6 times more views** and **4 times more clicks** than regular listings.<sup>1</sup>

## 2 Featured Builder Editorial

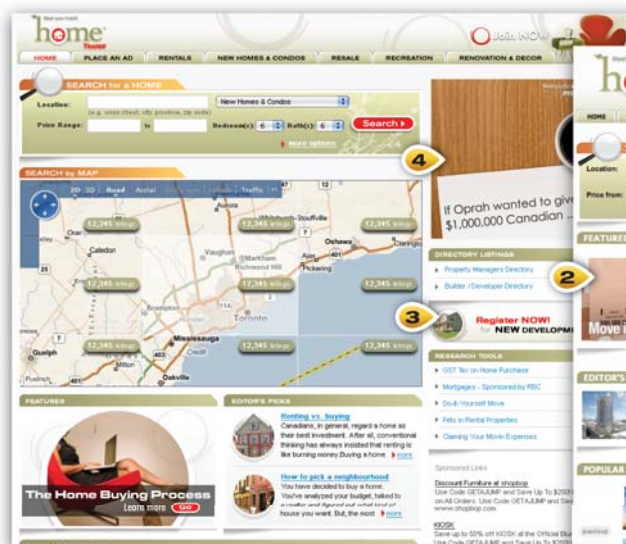
Prime positioning on the New Homes and Condos category page gives great visibility and includes a photo, your logo and a lead-in to your editorial. A simple click takes users to the complete story allowing them to learn more about your company or specific developments.

## 3 Site Registration

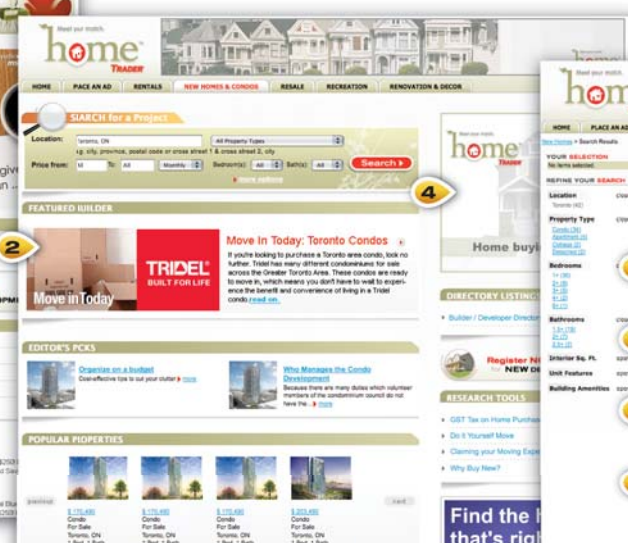
Generate leads for your Preview Registrations and Site Openings with prime positioning on the home page and the New Homes and Condos category page.

## 4 Banners

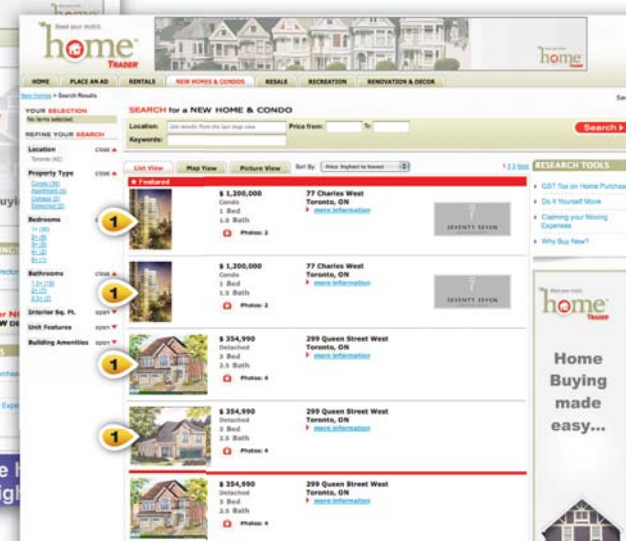
Online banner ads are served on the home page and category pages. They are a great tool to push special promotions and direct users wherever you want them to go with a single click.



HOME PAGE



NEW HOMES AND CONDOS CATEGORY PAGE



SEARCH RESULTS PAGE - LIST VIEW

(1) Trader Corporation internal study comparing page views and clicks of priority placement ads against regular ads, January-August 2008. homeTRADER and homeTRADER.ca are trademarks of Trader Corporation in Canada.



Stand out from the crowd



home  
TRADER  
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hometrader.ca™



## Manage. Measure. Report. In real-time.



Take control of your online campaigns with back-end tools provided by **Trader Property Showroom**.

Keep your Showroom current and running according to your needs and schedule. Track the progress of individual listings and see which properties are the hottest performers.

All in real-time, all at your fingertips.



### Powerful Back-end Tools That:

#### Manage

Trader Property Showroom is your complete Content Management Solution that allows you to manage your inventory 24/7 – in real-time.

- Search
- Edit
- View
- Delete
- View Previously Deleted Listings

#### Measure

Trader Property Showroom also provides valuable business metrics to help you get the most out of your online campaigns.

- Inventory Reports
- My Property Statistics
- My Property List Reports
- Sales Lead Reports
- My Account Settings

**TRADER** property showroom

Welcome back - The Residences of Bathurst and Elgin | [Log out](#) | [Contact us](#)

Home | [My Inventory](#) | [Report & Export](#) | [My Reports](#) | [Account Settings](#)

**Manage My Inventory**

# Listings: 3

Address	# Bedrooms	# Baths	Price	Listing Expires	Created	Modified	Age	Details
NEW HOMES & CONDOS	3	1.5	262290	Upgrade	10/10/08	10/10/08	0	Details
THE RESIDENCES OF BATHURST AND ELGIN	3	2.5	260000	Upgrade	10/10/08	10/10/08	0	Details
THE RESIDENCES OF BATHURST AND ELGIN	1	3	299000	Upgrade	10/10/08	10/10/08	0	Details

**TRADER** property showroom

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Home | [My Inventory](#) | [Report & Export](#) | [My Reports](#) | [Account Settings](#) | [Admin](#)

**Listing Upgrades**

To purchase a listing upgrade (e.g., Priority Placement) for an ad, check the checkbox under the "Buy" column.

Photo	All Details	Listing Expires	Start Date	End Date	Price	Buy
	One block north of Elgin Ave on Parry Ave, just off of Bathurst St. Toronto, ON \$12,999,999.99	Priority Placement	10/20/08	10/20/08	\$32.00	<input checked="" type="checkbox"/>
	One block north of Elgin Ave on Parry Ave, just off of Bathurst St. Toronto, ON \$12,999,999.99	Priority Placement	10/20/08	10/20/08	\$32.00	<input type="checkbox"/>
	One block north of Elgin Ave on Parry Ave, just off of Bathurst St. Toronto, ON \$12,999,999.99	Priority Placement	10/20/08	10/20/08	\$32.00	<input type="checkbox"/>





Everything you need.



home  
TRADER  
Meet your match.

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homeTRADER.ca™

Canada's online destination for  
people looking for a place to live.

