

Canada's online destination for real estate goes mobile

OTTAWA, Ontario, December 01, 2009 — Today, one of Canada's most popular sources for real estate information is going mobile. REALTOR.ca, a part of the real estate industry for over 13 years, is now available for REALTORS® and consumers on their mobile phones for the very first time.

Keeping REALTORS® and homebuyers informed on the move, the new beta version of mobile.REALTOR.ca means that users can access a snapshot of property listings wherever they are.

“Mobile.REALTOR.ca v1 was designed to be used by REALTORS® and consumers who are driving or walking around, see a property and want more information about it,” says CREA’s Director of Marketing and Member Services, Marc Lafrance. “It was not designed to facilitate extensive searching of large areas or to search using a broad variety of criteria. It was designed to facilitate a quick reference when people see a property and want more information about that particular property right away.”

For REALTORS® and homebuyers, who happen to see a property, the portal offers them the ability to find out more details including price, location, directions and the selling agent information.

The mobile version of REALTOR.ca has been designed to function with Blackberry and Windows mobile operating systems. Users will be able to access the site by connecting to beta.mobile.realtor.ca.