



## ZOOCASA.COM FACT SHEET

Zoocasa is a Canadian real estate brokerage with a comprehensive search portal that ensures seamless service from first click to closing day. Zoocasa is the first online real estate company in Canada to focus on pairing technology with a full-service team. By combining a full-service real estate brokerage with sophisticated online tools and a home listings database, Zoocasa empowers Canadians to buy or sell their home faster, easier and more successfully.

### Timeline:

- Zoocasa.com is acquired from Rogers Communications Inc. on June 26, 2015
- In 2016, Lauren Haw, CEO of Zoocasa.com successfully rebuilds the business model, and secures \$1.35 million in funding from a group of investors, led by the team at Globalive with Anthony Lacavera, Brice Scheschuk, David Roff and Simon Lockie, as well as Jesse Rasch and Wayne Bigby of Hedgewood, and Impression Ventures.
- On October 18, 2016, Zoocasa.com re-launches with a new website redesign, improved front-end user experience and functionality

### Features and functions:

Zoocasa.com was rebuilt with user experience and superior performance in mind.

- **Better Performance:** A re-engineered map function that supports faster and more intuitive search, with a cleaner design, high resolution pictures and virtual viewings
- **Search for income property:** No one else in Canada offers the ability to search for a single family home with basement suite. Users can also search by “duplex”, “triplex” and “fourplex”
- **Search for townhome:** Now, users can search specifically for townhomes, which are rapidly growing in popularity in urban centres as detached home prices are out of reach for many buyers\*
- **Save Preferences:** As users update preferences, map and search update automatically
- **Top-rated mobile app:** provides instant notifications, and synced search with Zoocasa.com
- **Full Team:** All clients have access to a client concierge to support them throughout the home buying or selling process. Every listing includes free staging and styling

### Statistics:

- Listings are updated up to nine times more frequently than Canada’s leading real estate websites
- Zoocasa listings sell an average of 14 days faster than industry standards\*\*
- Zoocasa listings sell for an average of \$83,934 more per freehold home, and \$9,500 more per home sold (all types)
- Zoocasa.com sees over 1 million monthly page views

*\* In September in Toronto, townhouse sales were up 29%, which is the highest level of growth out of all housing types, and condo sales increased 24.3% (TREB)*

*\*\* 2015 Zoocasa Team average compared to the Toronto Real Estate Board*

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