



## ZOOCASA.COM REVEALS NEW WEBSITE, WITH AN INNOVATIVE FUTURE IN MIND

One year after its sale from Rogers Communications Inc., Zoocasa.com ramps up its online offerings

**TORONTO, ON, Oct 18, 2016** — Zoocasa.com, the Canadian real estate brand, revealed its new website today, ushering in CEO Lauren Haw's vision for an improved real estate technology option for Canadians. Zoocasa.com empowers Canadians to buy or sell their home faster with sophisticated online tools and a home listings database, backed by a full-service team model.

Zoocasa.com was acquired in June 2015 from Rogers Communications Inc. by a small group of investors led by Lauren Haw, a Toronto-based entrepreneur with 10 years' experience launching, managing and investing in Canadian real estate ventures, including RateHub.ca and True North Mortgage. Under Haw, the site remained operational and today the new website design was revealed, with a vastly improved front-end user experience. Since the acquisition, Haw has also converted the brand into its own brokerage, built a fully in-house team of agents and client service specialists, reformed the fee discounting format held by the previous owner, and most recently raised \$1.35 million in funding from a group of investors, led by Globalive Capital Inc., Hedgewood and Impression Ventures.

"This is a significant milestone in Zoocasa's story. Modernization in this industry is slow and fragmented, and we have the opportunity to build a cohesive and informative real estate platform to better serve Canadians," said Haw. "We believe that the best online offerings should be paired with the best offline service, and that's what we've spent the last year building."

Zoocasa.com was rebuilt with user experience and superior performance in mind with key new features including:

- Listings that are updated up to nine times more often than Canada's leading real estate websites
- A completely re-engineered map function that supports faster and more intuitive search
- The ability to search for a single family home with basement suite, a feature not available with anyone else in Canada. Users can also search by "duplex", "triplex" and "fourplex"
- A function to allow users to search specifically for townhomes, which are rapidly growing in popularity in urban centres as detached home prices are out of reach for many buyers
- Access for all clients to a client concierge to support them throughout the home buying or selling process. Every listing also includes free staging and styling

The recent Competition Tribunal negotiations with the Toronto Real Estate Board has the potential to spur more innovation with the availability of past sold data, which Zoocasa is preparing to incorporate into future tools.

### About Zoocasa

[Zoocasa.com](http://zoocasa.com) is a leader in the Canadian real estate marketplace, with a comprehensive search portal that ensures seamless service from first click to closing day. 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.

### Contact

**Nicole Laoutaris**, Communications Manager  
Mobile: 647.464.0148 | Office: 1-800-679-9622  
Email: [Communications@zoocasa.com](mailto:Communications@zoocasa.com)