



ZOOCASA.COM RAISES \$1.35 MILLION IN ITS FIRST ROUND OF GROWTH FUNDING

The investment will be used to advance website development and accelerate growth in the online real estate market

TORONTO, ON, October 18, 2016 — Zoocasa.com, a Canadian online real estate brokerage, today announced it has secured \$1.35 million in funding from a group of top investors in the country. The investment is 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.

“There are boundless opportunities in real estate if you have the right team and technology behind it,” said Anthony Lacavera, Founder of WIND Mobile, and Chairman of lead Zoocasa investor Globalive Capital Inc. “Resale residential real estate alone in this country is a \$13-billion market. Investing in a Canadian company that is set to re-define the industry was an unquestionably great move for us, and I know that Haw’s team are the ones to push the Canadian market forward.”

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 technology platform and front-end user experience.

“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. “The new site is a milestone for user experience in the online real estate space, and this investment will accelerate the release of search and sale tools that will mean a future in Canada in line with what Zillow, Trulia, or Compass have done in the United States.”

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.

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