

For Immediate Release:

## Finding a Home Just Got a Lot Easier Thanks to the New Royal LePage Site

Toronto, ON, April 16, 2013 – Leading creative agency, Plastic Mobile, teamed up with Royal LePage Real Estate Services, one of Canada’s leading providers of services to residential real estate brokerages, to greatly improve the online real estate search experience by creating [www.royallepage.ca](http://www.royallepage.ca), a website that’s accessible to anyone, anywhere, from any device.

“The new Royal LePage website is to real estate what wireless networks were to desktop computing. It will open doors for both REALTORS™ and consumers to conveniently and readily access information from any and everywhere that they are,” said Melody Adhami, President and COO of Plastic Mobile.

As a result of a growing proliferation of various devices and screen sizes, from tablets and smartphones to laptops and desktops, Plastic Mobile and Royal LePage created [www.royallepage.ca](http://www.royallepage.ca), which is responsive across myriad platforms. Its design allows it to render to the right display size for each device, with a mobile optimized site at its core.

Plastic Mobile and Royal LePage worked with Google to bring superior mapping and location based services to the site. Google’s expertise with industry leading technologies was aligned with Royal LePage’s determination to lead the real estate industry into a new era of digital savvy and forward thinking. The teams leveraged Google’s cloud-based infrastructure, connected to Google Places, to allow consumers to search for homes using local landmarks as well as traditional search options.

“More and more, people are searching and gathering information while they are out and on the go. Royal LePage recognizes this and wants to be able to meet this need for both our consumers and our REALTORS™,” said Phil Soper, President and CEO of Royal LePage Real Estate Services.

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### About Plastic Mobile

Plastic Mobile is an award-winning mobile marketing agency of thinkers, artists, creators and builders with one common aspiration: to create extraordinary user experiences. Plastic Mobile is at the heart of the evolution of interactive mobile technology, pushing the boundaries and setting the bar for the standard of quality.

Known for many quality, first-in-kind mobile initiatives, Plastic Mobile delivers exceptional client service and highly customized mobile solutions for all platforms, while achieving measurable results. With a diverse client list of some of North America's best brands, including Rogers, Pizza Pizza, Air Miles, Axe and Royal LePage, they are the proud recipients of myriad awards, including the 15<sup>th</sup> annual Webby shopping award, "the Oscars of the Internet." Check us out at, [www.plasticmobile.com](http://www.plasticmobile.com).

### About Royal LePage

Serving Canadians since 1913, Royal LePage is the country's leading provider of services to real estate brokerages, with a network of 14,000 real estate professionals in over 600 locations nationwide. Royal LePage is the only Canadian real estate company to have its own charitable foundation, the Royal LePage Shelter Foundation, dedicated to supporting women's & children's shelters and educational programs aimed at ending domestic violence. Royal LePage is a Brookfield Real Estate Services Inc. company, a TSX-listed corporation trading under the symbol TSX:BRE. For more information, visit [www.royallepage.ca](http://www.royallepage.ca).

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