

PRESS RELEASE

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FOR IMMEDIATE RELEASE

Calgary Home Buyers are Being Empowered with Better Search Options

In the past, a potential home buyer doing a search online for homes for sale in Calgary would have come across road blocks to get the information they need. There are restrictions on access to the search, which requires the buyer to agree to receive sales pitches and information they don't want. Then when they do get access to the search options they are limited, resulting in an abundance of property information.

Calgary Realtor®, Christine Ordze of Royal LePage Benchmark, saw a need to empower home buyers rather than frustrate them.

"Previous websites I've owned have given buyers limited options to search for a property," Christine says. "I've had my clients send me information from other agent's sites asking to get more details. When I asked why they didn't search on my site, they said that even though they had to provide contact info to get it elsewhere, they found the other search better. This was an issue for me."

After working with Lisa Marie Genovese of Bottomline Marketing for six months, they have come up with a powerful search tool to correct both of these issues.

"Having to provide my contact information in order to get property information online makes me cringe! Especially knowing that shortly after I'll have my inbox filled with offers and sales pitches... something I really don't want to waste time on." Christine has heard this from many of her clients as one of the main obstacles to getting property information. With her new website's "Home Search" page, visitors can freely search for properties without having to sign up. "The only time you'd have to provide your contact information is if you want to save a search and have it sent to your email to notify you when new properties come onto the market. Otherwise visitors can explore as they please."

The second issue Christine has addressed is the limited search options. "Most sites that provide a search option to find homes for sale in Calgary, offer a good collection of criteria to choose from. I wanted to take this a step further though and really empower the Calgary home buyer. Most buyers want to do much of the searching on their own before contacting a Calgary Realtor®, mainly to educate themselves and really find out if their budget matches their needs."

To empower Calgary home buyers, Christine has added some unique search options that you won't find on any other home search site. "When you visit

www.innercityyyc.com access the “Home Search” page. Here you’ll find options to really narrow down your search to fit your needs. For instance, if buyers are only interested in a bi-level home they can search that. If you need a triple garage you can find only those properties. Condo buyers who are interested in only one building, say The KeyNote in Victoria Park, they can get properties for only that building.”

Christine feels that this is a huge step forward in helping home buyers, rather than frustrating them. “This will allow them to get the information they really need in less time.”

If you would like more information on this press release please contact Christine Ordze, Realtor® of Royal LePage Benchmark at 403-400-5541.