



REALTOR.ca is making the Canadian home shopping experience better

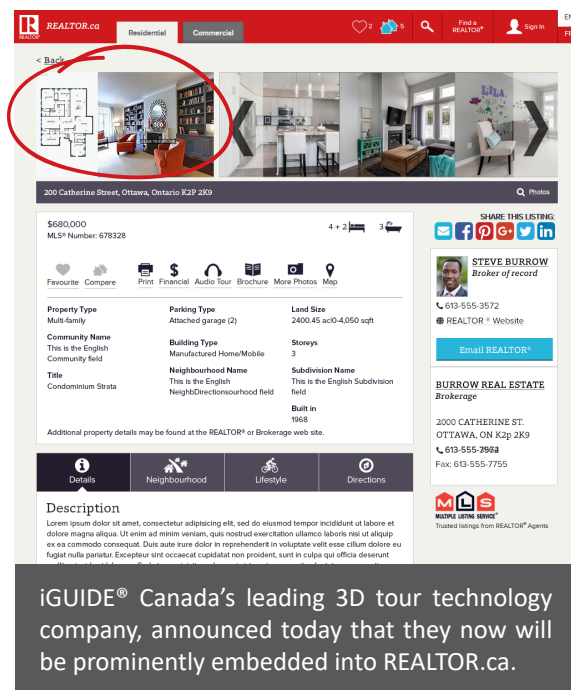
Kitchener, ON, October 5th, 2017

iGUIDE®, Canada's leading 3D tour technology company, announced today that their 3D immersive tour will be now prominently embedded into listings on REALTOR.ca, Canada's most popular and trusted real estate website. REALTOR.ca receives over 21 million visits per month and supports REALTORS® in serving home buyers and sellers by providing high quality and accurate REALTOR® listing information.

"As a Canadian technology company we are thrilled to work with The Canadian Real Estate Association (CREA) on launching this innovation to support REALTORS® and home buyers. It signals to the industry, home buyers, and sellers that CREA is committed to providing them with home search tools they value," said Kevin Klages, CEO of iGUIDE®.

The goal of REALTOR.ca is to facilitate the consumer's real estate needs by being an invaluable source of industry knowledge, REALTOR® listings, and subsequently connecting consumers with REALTORS® to continue their real estate journey. As the increasing number of home buyers search online for their property, REALTORS® are leveraging the latest technologies to help them on their journey. As a result, REALTOR.ca is leading the way by making technologies like iGUIDE® an important feature in REALTOR® listings and improving the online real estate search experience.

"We have been watching demand for 3D technology and floor plans grow among buyers and sellers which has been met by many of our members who now embrace technologies like the iGUIDE® system. We are delighted to be working with iGUIDE® to make this information available in property listings and to drive increased engagement and leads for REALTORS®." said Patrick Pichette, Director, Product Management, CREA.



When available, REALTOR.ca users will see iGUIDE® 3D tours in the featured photo area of listings. REALTORS® can set their listings apart and offer home buyers better access to important home information. The addition of 3D virtual tours and floor plans allows buyers to more easily visualize themselves living in a home.

To-date, tens of thousands of listings will have showcased their property with iGUIDE® and that number is increasing daily as the network of professional photographers providing these services expands across Canada. To learn more click [here](#).

About REALTOR.ca

REALTOR.ca is the #1 real estate website in Canada* and gets more than 240 million visits each year. REALTOR.ca provides trusted, up-to-date and comprehensive REALTOR® listings for residential, commercial and rental properties across Canada. Whether you have just started looking or you are ready to make that important purchase, REALTOR.ca connects you to valuable resources and local REALTORS® to help you find your dream property. REALTOR.ca is owned and operated by The Canadian Real Estate Association (CREA), one of Canada's largest single-industry trade associations and represents over 120,000 REALTORS®.

*Source: comScore June 2017 – total number of unique visitors (desktop).

About iGUIDE®

iGUIDE®, Canada's leading 3D tour technology company, provides key information home buyers want when shopping for a home. With an immersive 3D virtual tour, stunning property photos, informative floor plans, area calculations, room measurements, and neighborhood information, buyers don't just see a home, they imagine themselves living there. Our 3D virtual home tours open listings to a limitless number of buyers from anywhere in the world experiencing the property down to the smallest detail, with the clarity of stepping through the front door. To learn more about iGUIDE® please go to goiguide.com.