

Case Study

Major Real Estate Association Makes House Hunting Easy



Purchasing a home is often the biggest financial transaction in one's lifetime. An exciting and sometimes emotional undertaking, buyers want easy access to detailed information about houses and neighbourhoods. They want it 24/7. They want it on the move.

About CREA

The Canadian Real Estate Association (CREA) is one of Canada's largest single-industry trade associations, representing more than 100,000 real estate brokers/agents and salespeople working through more than 100 real estate Boards and Associations.

CREA's Challenges

When it comes to purchasing a home, consumers have options. Delivering high value customer service is critical to CREA realtors. Enabling savvy, smartphone customers to get access to housing information anytime, anywhere is a crucial service in today's highly competitive market.

The Solution

A fast and intuitive experience with results that deliver a rich experience for house hunters, buyers can search and access properties across Canada and connect with real estate agents to view, buy or sell a property. Tapping into the latest advances in GPS technology, combined with the vast property database at CREA, purchasers are able to discover the right properties, browse features and pictures, receive driving instructions with detailed mapping, connect with realtors and track preferences.

The Rewards

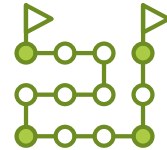
The new mobile application allows users to access over 350,000 property listings available at any time. One of the top 10 most downloaded apps during the first three months of the Windows Phone launch, the REALTOR.ca application has successfully enabled CREA to meet the demand for real estate information.



On the go access



Preference tracking



Detailed mapping



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Allowing people to check out houses whenever they want, wherever they want, will make the home and property hunt that much easier. Today's consumers want portable, on-the-go information and realtors across Canada are happy to be able to meet this need with the new REALTOR.ca app.

President,
Canadian Real Estate Association