



New features launched on popular *mls.ca*

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OTTAWA – June 26, 2007 – One of Canada’s most popular real estate web sites has undergone some major renovations.

A number of enhancements went live on the ***mls.ca*** web site this morning. The ***mls.ca*** web site features online residential property ads and is operated by The Canadian Real Estate Association on behalf of more than 90,000 REALTORS® across Canada. More than three million unique visitors visit the ***mls.ca*** web site each month.

“***mls.ca*** is one of Canada’s most popular web sites, and is the place Canadian consumers most frequently turn to when they are looking for information about residential property” said CREA President Ann Bosley.

“The new ***mls.ca*** includes a number of innovative tools and resources for consumers, including enhanced search functionality and open house information” said Bosley.

New targeted search tabs allow consumers to search for residential, recreational, vacant land, and agricultural properties. These search tabs replace the “advanced search” feature. A new search tab for open houses has also been added to ***mls.ca***, giving consumers the ability to search for open houses in their area of interest.

A number of useful online calculators have been added to ***mls.ca*** for consumers. These include an affordability calculator, land transfer tax calculator, and rent vs. own calculator. The site has also featured a mortgage calculator since it was launched in 1996.

The property ad listing pages have also been redesigned, providing consumers with a more compact and streamlined display. Agents will also have the flexibility to upload more photos to the property web pages.

An online survey of more than 10,000 visitors to the ***mls.ca*** web site conducted by CREA in June 2007 indicated that just over 25 per cent have never bought or sold property. Another 22 per cent of visitors to the web site said they had bought or sold more than one property in the past five years. An earlier survey conducted by CREA in September 2006, shows the majority of consumers using the popular site visit ***mls.ca*** a few times a week.

The Canadian Real Estate Association this morning also launched a number of enhancements to the **ICX.CA** web site for industrial, commercial and investment listing information.

About *mls.ca*

The ***mls.ca*** web site was launched in 1996 and has grown to become one of the most popular Internet research tools for residential real estate in Canada. The web site is an advertising vehicle that helps REALTORS® market their clients' properties to a worldwide market. An average of three million unique visitors visit the ***mls.ca*** web site each month. The ***mls.ca*** web site is not an MLS® system, and does not display all of the listing information associated with a property in the local real estate Board's database.

About The Canadian Real Estate Association

The Canadian Real Estate Association (CREA) represents more than 90,000 REALTORS® across Canada who care about the communities in which they live and work. The Association owns the MLS® trade mark, has proprietary ownership of the REALTOR® trade mark, and operates national web sites including ***mls.ca*** for residential properties and ICX.CA for commercial listings across Canada.

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