

# Prospective home buyer? Don't miss these websites

**Online.** BuzzBuzz, TheRedPin and Zoocasa offering services for house hunters



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It is a known fact that most people begin their search for homes online, and a number of internet services have popped up offering real estate data for prospective home buyers.

The popular site BuzzBuzzhomes.com was the first company to have a full online listing of all new residential construction across Canada.

They've recently opened an office in New York City and aim to be North America's largest online listing of new construction.

BuzzBuzz is unique in that their information isn't available on the MLS. They go directly to the builders to gather the data. BuzzBuzz president Matthew Slutsky says that in the United States, there's greater access to resale listing information.

"There's some fantastic companies out there that create real estate portals whether it's Zillow or Trulia, and Canada's never had something like that."

In Canada, the Multiple Listing Service restricts the use of their data to licensed Realtors, so websites are somewhat limited as to what they can display to the public.

The online community has been pressuring them to bend the rules to allow full online listings.

TheRedPin.com was one of Toronto's first online, full-service realty brokerages.

They broke new ground in Canada by offering full listings on their website and hiring their own real estate agents. TheRedPin CEO Shayan Hamidi hopes the MLS will go the way of the U.S. and make all the listing information available to the general public.

"We actually joined the



You need to use all the resources available when looking for a home. Now there's even more online. ISTOCK IMAGES

competition bureau in the last round, going to court with them to state our case."

He anticipates more players moving into the online brokerage space, "Because you get much better quality data as a broker. You have access to the actual database of the MLS."

The real estate website Zoocasa.com, affiliated with Rogers Communications, is a mash up of listing information and Google mapping technology to showcase homes across Canada in partnership with Can-

adian Realtors.

They are seeking to become a licensed real estate brokerage in order to be able to display the full MLS listings on their site. Slutsky says that Zoocasa's original goal was to create a non-broker listing of all resale homes.

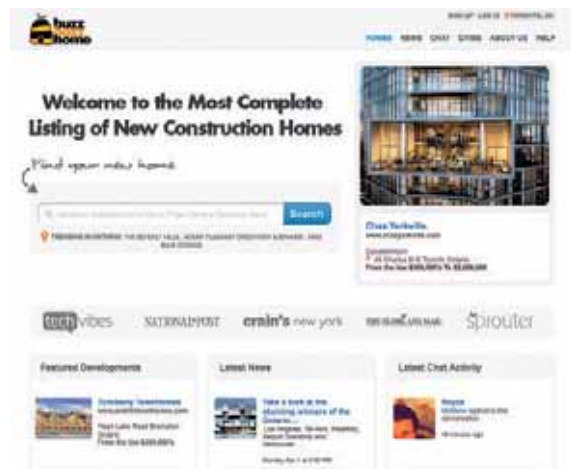
"I think they really tried hard and I think they must have just hit too many roadblocks in actually getting quality information. The only way to do it is to actually tap into the MLS, and the only way to do that right now is be a broker."



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Buzzbuzzhome.com has recently opened a New York office.