



Learn the benefits of going online

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TREB PRESIDENT'S COLUMN AS IT APPEARS IN THE TORONTO SUN

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If you have undertaken a real estate transaction within the past decade, chances are the Internet played a part in the process. You may have searched for listings online, found a REALTOR® on the web or corresponded about the details of the transaction via email.

With so many websites from which to choose, knowing where to begin an online search for your next home can be challenging.

Fortunately for Greater Toronto Area residents there is a simple solution. Since 2003 Greater Toronto REALTORS® have offered our city's home buyers and sellers quality information through their professional association's website www.TorontoRealEstateBoard.com

One of the website's key features is a link to GTA properties listed for sale through the Canadian Real Estate Association's website REALTOR.ca. Beyond simply browsing properties online though, TorontoRealEstateBoard.com also gives you the opportunity to see them in person by providing information on open houses that are scheduled to take place in the GTA throughout the next seven days.

When you're ready to look at homes in person, the 'Find a REALTOR®' function on TorontoRealEstateBoard.com can help you find a REALTOR® to represent you. This search tool lists contact information for the association's 31,000 REALTORS®.

On TorontoRealEstateBoard.com you'll find the monthly Market Watch report, which is complemented by a mid-month update, as well as reports on the rental and commercial markets.

If you're unsure of what area is most suited to your lifestyle be sure to check out the website's neighbourhood profiles, which include overviews and historical background information on individual communities as well as sketches of housing types commonly found in them.

You will also find plenty of links to other important information about the GTA like city services, school boards, hospitals, transportation and area attractions.

Your REALTOR® may advise you on a wide variety of government programs that may be applicable to your transaction and, you can review the details on TorontoRealEstateBoard.com.

With your REALTOR's® guidance and the support of TorontoRealEstateBoard.com even the technical specifics of your transaction will be very straightforward.

You can for example, review plain language explanations of commonly used real estate forms like the Buyer Representation Agreement, the Listing Agreement and the Agreement of Purchase and Sale, online at TorontoRealEstateBoard.com

While the Internet is not a substitute for viewing a home in person or receiving a REALTOR's® professional knowledge and negotiation skills, it can be a valuable resource to support you throughout the process.

Bill Johnston is President of the Toronto Real Estate Board, a professional association that represents 30,000 REALTORS® in the Greater Toronto Area.

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