



# New Web Site Easy to Use

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

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As President, one of my goals this year is to provide consumers with as much information as possible about the homeownership experience. After all information is key, so the more knowledge you have when it comes to making one of the largest financial decisions the better informed your decision will be.

And after redefining 86 Multiple Listing Service® districts into communities and neighbourhoods, the Toronto Real Estate Board (TREB) has unveiled a newly redesigned public website with consumer friendly messages, and easily accessible information.

Consumers will have immediate access to key information starting with website's landing page which hosts a video widget highlighting the President's video blog, and four large clickable boxes: Market Update, Hot Consumer Topics, President's Columns and Housing Charts.

Under the Market Update icon, consumers will find current and archived issues of news releases and TREB's flagship publication Market Watch. More information on the resale market from a graphical perspective can be found under the Housing Charts section, this area outlines the latest market conditions in graphic form.

A very important button that I think will help consumers is the Hot Consumer Topics icon. This area includes information on how factors like the Harmonized Sales Tax (HST), Land Transfer Tax (LTT), and Money Laundering / Terrorist Financing legislation affect consumers and real estate transactions.

The President's Columns section is an icon that houses loads of advice that speaks to my goal of arming the consumer with information. This area features a collection of articles and advice both past and present to help the consumer understand the real estate market, the homeownership experience, and what to watch for when it comes to the real estate trends.

Directly below the site's four main sections is a selection of videos and is displayed as a clickable reel. Consumers can choose from a monthly market updates, economic and commercial market analyses, information pieces on various aspects of a transaction and my new video blog posts.

Real estate is a fast moving business and interpreting detailed information is critical to a successful outcome. It's important for you the consumer to understand the information so when you speak with a Greater Toronto REALTOR® who can offer invaluable professional guidance, as an informed consumer you can also contribute to a smooth transaction.

To make information as accessible as possible, the new website offers updates via text, graphic and video formats, which cater to consumers' diverse preferences.

You'll want to check out each section geared to buyers and sellers as they contain vital information such as plain language forms, quick links to search local listings directly through the Canadian Real Estate Association's website [www.REALTOR.ca](http://www.REALTOR.ca) and the ability to search open houses scheduled throughout the Greater Toronto Area.

A continuously refreshing information box offers tips on tax rebates and more. Consumers will be able to use the search tool to obtain the contact information of individual Greater Toronto REALTORS®. An overview of the association's activities and the REALTOR® community including charitable efforts are also highlights.

Also included are direct links to subscribe to TREB's RSS feed and the association's social media profiles found on Facebook, Twitter and TREB's YouTube channel.

As someone who feels that social media offers an ideal opportunity for us to connect and share information, since the new website design was based on feedback, I do hope it meets all your needs. So I invite you to check out the new site at [www.TorontoRealEstateBoard.com](http://www.TorontoRealEstateBoard.com) and encourage you to share your thoughts with me at [publicfeedback@trebnet.com](mailto:publicfeedback@trebnet.com).

*Richard Silver is President of the Toronto Real Estate Board, a professional association that represents 31,000 REALTORS® in the Greater Toronto Area.*

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