



newinhomes.com

Canada's Largest New Home & Condo Resource

Connecting
builders with
homebuyers for
over 20 years



Why us?

Newinhomes.com has been playing matchmaker for builders and homebuyers for over 20 years.

Newinhomes.com makes it easy for homebuyers to browse new home options throughout Ontario using a wide range of criteria, and they can compare floor plans and models from multiple projects all on the same page.

We connect builders with real qualified leads through many levels of exposure. Hundreds of thousands of dedicated homebuyers visit our site as a trusted source to browse new low-rise and high-rise residential projects.

More than 180,000
homebuyers visit
Newinhomes.com
every month

Exposure

Listings: Our search engine gives homebuyers the option to search for their new home using a variety of criteria. If your listing is a match, then the buyer has access to all the information you wish to display: elevations, floor plans, amenities, site plan, etc. - everything a buyer needs to know before visiting your sales centre.

Display ads: There are three ad positions on Newinhomes.com (skyscraper, big box, and leaderboard). There are display ad positions on every page, guaranteeing hundreds of thousands of impressions a month.

Buttons: Alternatively to the display ads that are set on a rotation, the buttons are static on every page of Newinhomes.com. That means your project will get the most exposure possible.

The screenshot shows a listing page for 'The Thornhill in Vaughan' on Newinhomes.com. The page includes a navigation bar with links for SEARCH, BUILDERS, NEW SPINNINGS, PRICING, BLOG, and LOGIN. The main content area features a large image of the building, an 'Overview' section with a 'Sales Office' contact, and a 'Floorplan(s) at The Thornhill' section with a table of floor plans. The table lists two floor plans: 'The Thornhill - 2 Bed' and 'The Thornhill - 3 Bed'. The page also includes a 'Sign-up for our Newsletter' section and a 'READ THE LATEST NEW HOME AND CONDO NEWS ON OUR BLOG' section.

Image	Model	Type	From \$	Bed / Bath	Call
	The Thornhill - 2 Bed	Condo	From \$299,900	1 Bed / 1 Bath	Call
	The Thornhill - 3 Bed	Condo	From \$399,900	1 Bed / 1 Bath	Call

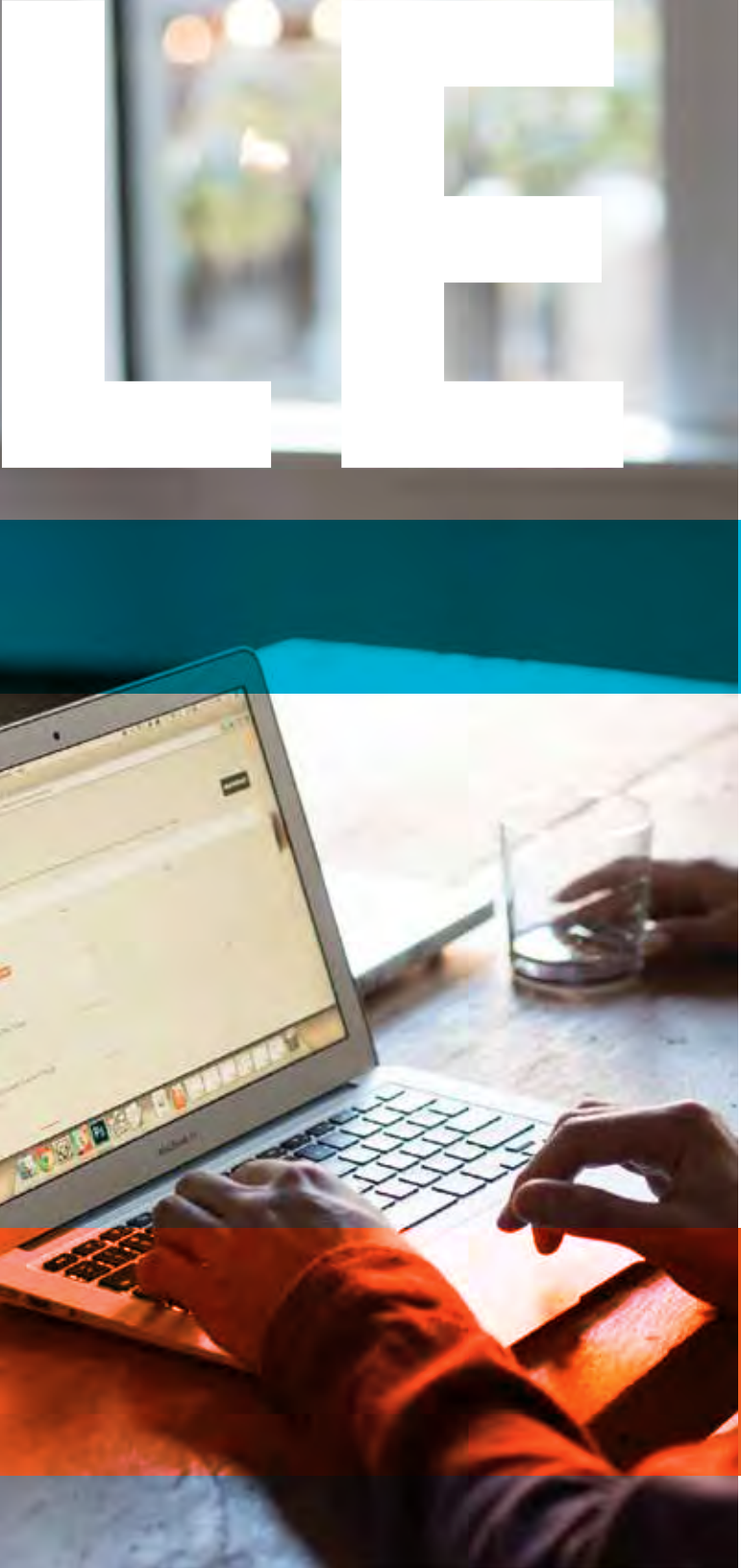
Newinhomes.com Listing page



Social

Blog content: Unique feature articles by our professional writers promote your projects on the Newinhomes.com Blog and the homepage of Newinhomes.com. The Blog also focuses on industry news, homebuyer tips, and other relevant information. Our blog posts are designed and written to promote your projects and produce leads. We educate, stimulate and motivate buyers to take action.

Social media: All blog content is shared via Facebook and Twitter to thousands of followers. We keep our followers updated on your special events, openings, and promos. Paid campaigns also available to increase your project's social exposure.



Lead Generation

Ask the Builder: This is the homebuyer's direct line to you.

New Home Alert Subscription: Homebuyers opt in to receive the latest project information based on their search criteria.

Priority Registration: Homebuyers can register right on your project page.

Blog Posts and Social Leads: We stimulate and promote interactions between buyers and builders, leading to new home purchases.

**We never sell or pursue leads. They are 100% yours.*

**Homebuyers spend on average 8.5 minutes
on Newinhomes.com**



**70% of consumers
trust online reviews**

Testimonials

"I was looking for a one-bedroom unit with my wife - we recently married - and there were so many options on Newinhomes.com. We narrowed it down to a select few because we wanted two bathrooms. Newinhomes.com made it easy!" - *Alex, 29*

"I Googled 'new homes in Mississauga' and Newinhomes.com was on the first page. There were a ton of options and I ended up connecting with a builder." - *Roberto, 31*

"It was nice to actually be able to communicate with the builder through the website. My questions were answered quickly and I ended up getting invited to a VIP opening." - *Carrie, 41*

"I'm a first-time buyer, so it was helpful to search by price range. And the comparing tool made it easy to compare condo units in a bunch of different buildings." - *Reta, 26*



Ad specs

* Listings specs to be provided include renderings, floor plans, logos, and other materials. Full list on Agreement.

SKYSCRAPER
160X600
PIXELS

BIG BOX
300X250 PIXELS

Shown at roughly 70% screen scale

LEADERBOARD 728X90 PIXELS

We rank on the 1st page of Google for most new home searches

RA

Rates

Value pack: Listing 1 community for 1 year, plus a display ad of your choice for 1 month: **\$7,000**

TYPE	MONTHLY	SETUP	ADDITIONAL OPTIONS
Listings	\$650/project	\$500/project (one-time)	Featured (guaranteed in top 3 search results): \$300/project
Display Ads (Skyscraper, Big Box, Leaderboard)	\$4,000*		
Button	\$5,000*		
Featured Registrations	\$2,000 (Prominent positioning in the "New Openings" section)		
Complete Online Marketing	Data management, analysis, email deployment & consultation: \$3,500/project	\$1,500 (one-time)	E-blast deployment and summary*: \$400/e-blast
Social Media Campaigns	Facebook boosts and Twitter promotions quoted on a per client basis.		

*creative supplied by builders or agency



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