

REAL ESTATE

Know your neighbours

Zoocasa moves to town.
by Andrew Wahl

Canadians love looking at homes online, even when they're not buying. Nearly a third of all Canadian Internet users browsed real estate listings at least once in July, according to comScore Media Metrix, with the most visits going to Realtor.ca, run by the Canadian Real Estate Association.

But a new player now wants to crack that dominance: Rogers Communications (**TSX: RCI.B**). In late August, the secretive New Ventures division of the cable, wireless and media giant (which also owns *Canadian Business*) publicly launched Zoocasa, a real estate search site that aims to combine listings, Google Maps and the characteristics of specific neighbourhoods, like school ratings and public transit. "We think there is a lot of value in the contextual data about neighbourhoods," says Butch Langlois, the site's general manager. "Is it pre-Starbucks up-and-coming? Is it economical? That's relevant to homebuyers."

At the moment, the site is sparse on listings, showing only about half the actual number of homes for sale in any given region. Langlois's challenge is to get agents, brokers and real estate boards—the same

