



**FOR IMMEDIATE RELEASE**

## Bringing The Prairies Home

**- Alberta the Latest Province to Join New Home Buyers Network -**

**Wednesday, December 6, 2000...(Toronto, Canada)** – Buying a home is one of the largest investments that a person makes in his or her life. So why leave it to chance? The New Home Buyers Network (NHBN) gives new homebuyers the answers they need before buying their new home. With Ontario and British Columbia already offering the service, the NHBN is pleased to announce its expansion into Alberta, with other provinces to follow shortly. The new Alberta website will be launched in the new year at [www.abnewhomes.com](http://www.abnewhomes.com).

“The interest in having easy access to new home market on-line through the Internet has been extraordinary,” states Sam Reiss, president of NHBN. “And this is just the beginning. We are already negotiating partnerships that will develop a healthy convergence of different media - radio, television, newspapers - which is essential to the success of the program,” he adds. “We are very excited by the fact that the NHBN is moving forward at an exceptional pace. Bringing it to Alberta was the next logical step.”

The predictions for 2001 show an increase of more than ten percent in housing starts within Alberta from this year – a rise from 23,700 to 26,150.\*

“The NHBN is backed by a leading edge, progressive marketing strategy,” says Randy Evans, licensee for NHBN in Alberta. “We are starting with the Calgary market and targeting the Edmonton market within the next three months. The housing industry and the economy of Alberta are presently quite strong and the lack of provincial sales tax is an attractive reason for corporations to move to Alberta. We predict that the market is only going to become stronger, boosted by oil and gas prices.”

Randy and Kathy Evans have partnered to develop valuable synergies with home builders and media outlets in Alberta. Randy has been affiliated with the housing industry for more than 20 years. Most recently, he spent the past ten years as general manager of a leading national land development company. Kathy Evans will be bringing her many years and expertise in the residential design field to NHBN.

The website helps potential homebuyers find purchase options by specific location, type of home and price range. The system generates a customized list of new home or condominium communities that meet a potential purchaser's criteria. Users can view model homes, floor plans, builder profiles, site maps and gather community information.

“The applications are endless,” continues Reiss. “The media partnerships we form give us an edge because we can offer our builder clients significantly increased promotional and advertising exposure, while offering a much valued service to the home buying public. We are the search engine to showcase new home builders and developers to new home buyers across the country and will soon be available around the globe.”

**newinhomes.com**

(The Toronto Star), **recordnewhomes.com** (The Kitchener-Waterloo Record), **specnewhomes.com** (The Hamilton Spectator) **and bcnewhomes.com** (BC Newspaper Group) are part of Canada's largest network of new home websites developed by NHBN. Also partnered with NHBN is CFRB 1010AM for the “**Your New Home**” radio show, airing Sundays in Ontario at 3:30pm EST, and the publications **Homes Magazine, Condo Life, Active Adult** and **Moving TO**.

\* Canada Mortgage and Housing Corporation, *Home Builder*, Nov. 2000