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La Capitale Real Estate Network is Celebrating its 20th Anniversary in Style and Becoming Via Capitale!

La Capitale Real Estate Network unveils its new identity and two new technologies to make the buying process easier and the selling process more efficient

MONTRÉAL, March 7/CNW Telbec/ - It's time to celebrate! To mark its 20th anniversary, La Capitale Real Estate Network is kicking off festivities today by announcing a new corporate identity that better reflects the company's philosophy. So Quebec's number one real estate company will be blowing out this year's candles under the Via Capitale brand.

The company has taken advantage of this milestone anniversary to begin an in-depth review of its business strategy and identity. To successfully fulfill its primary mission – offering more personal, effective, and innovative service – the Via Capitale philosophy will focus on its biggest asset: its brokers.

"It is our brokers who make it possible for us to keep offering the best service in the industry after all these years, and we would like to put them at the forefront of our strategy. Via Capitale has just solidified its leadership position to continue providing a strong, high-performance network," states Nicolas Ayotte, President and Chief Executive Officer. "Celebrating 20 years of excellence, the timing was ideal for evolving our brand."

In keeping with its innovative spirit, Via Capitale will also be making history with a significant technological innovation. In addition to a visual revamping – which challenges the traditional style of its competitors – Via Capitale is making it possible for its brokers to add Quick Response (QR) codes to their signs, giving consumers access to a wealth of real-time data with their smartphones. QR codes will make the buying process easier, helping buyers find the property of their dreams more quickly and efficiently.

But that's not the only thing that sets Via Capitale lawn signs apart. Thanks to icons indicating the main features of the desired properties, buyers will be able to tell at a glance whether the home has what they're looking for, like a fireplace or pool.

The famous jingle, well known to Quebecers, has also been updated, and the company's website completely redesigned, to reflect Via Capitale's new visual identity. To learn more, please visit www.viacapitalevendu.com.

In yet another technological innovation, Via Capitale now offers its clients the ability to chat online with a broker who can answer questions, give advice, and offer even more complete service to its clientele across Quebec.

About Via Capitale

As Quebec's leading real estate company for the past 20 years, Via Capitale's mission is to offer its customers the best possible service and innovation through their network of over 1,500 brokers across Quebec. Via Capitale is a Brookfield Real Estate Services Inc. company, a TSX-listed corporation trading under the symbol TSX:BRE.

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