

RESAAS Services, Inc.

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RESAAS launches own advertising engine for its real estate platform, taps into first revenue channel

RESAAS Services (CSE:RSS), which has built a social and global referral network for real estate agents, has now launched AdSAAS, its proprietary advertising engine, as it taps into companies that are seeking to advertise their brands on its growing platform. Sprint Mobile and Point2 Homes are its anchor clients, according to its statement released this morning.

The company said the rapid adoption of its platform by agents and brokers across North America has fueled demand from a variety of companies wanting to market their brand, products and services to a large and targeted demographic.

Indeed, RESAAS has added over 70 large brokerages in Canada and the U.S. since opening for business in February 2013, as well as signed on several real estate associations and franchises, including a groundbreaking deal with RE/MAX, the largest real estate franchise globally.

"As RESAAS starts to strategically activate our various revenue sources throughout 2014, we are pleased to announce our first revenue channel with the launch of AdSAAS," said VP of communications for RESAAS, Danielle Sissons.

"We have experienced strong growth and adoption by agents, brokerages, franchises and associations since our commercial launch last year, and now have an elegant and efficient way for us to help brands wishing to market their appropriate products and services to our users."

The company provides a social media platform for real estate agents to showcase their listings, answer questions from potential homebuyers, communicate ideas on their market to followers online, as well as refer and network with each other. It is designed to sync with other social networks such as Facebook (NASDAQ:FB), Twitter (NYSE:TWTR) and LinkedIn (NYSE:LNKD), allowing listings and photos to be shared, and industry news to be posted, all of which helps generate leads for the agent.

The business has gone international quickly, with the company having built its own proprietary translation website in order to allow the platform to reach a truly global audience. It first translated the platform into Spanish in March, and has since added French, Turkish and most recently, Portuguese. It has plans to release another 20 languages over the next two months.

Surely, advertisers wishing to gain eyes in the real estate market will want to leverage the expansive nature of RESAAS' user base.

With AdSAAS, advertisers can post both in-feed and right column ads, with the former encouraging RESAAS users to like, comment and click on the ad, helping advertisers build engagement within the platform. Meanwhile, right column ads are built for visibility, helping to maximize an advertiser's number of impressions.

Price: 0.22

Market Cap: \$15.14 m

1 Year Share Price Graph



Share Information

Code: RSS

Listing: TSX-V

52 week High Low
0.4 0.15

Sector: Software & services

Website: www.resaas.com

Company Synopsis:

RESAAS Services Inc. is a technology company engaged in the design, development and commercialization of an integrated online platform of technologies to service the real estate industry, including realtors and property searchers. The technology platform will include tools and components geared at realtors and property searchers.

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Because the service is the single source of advertising on the RESAAS platform, the company said it will ensure a high quality of ads in both type and aesthetic, resulting in an "above average click-through rate for advertisers."

RESAAS said clients will be able to select specific markets for their ads through geo-targeting, and will be able to track the performance and data of their advertisements via real-time analytics on AdSAAS.

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