



**FOR IMMEDIATE RELEASE**

## **New Home Buyers Network Building Canada**

**Monday, January 22, 2001** – The **New Home Buyers Network (NHBN)**, Canada’s leading network of search engines for online marketing and advertising of new homes and condominiums, is growing again with the acquisition of the **New Homes Canada** website.

The **New Homes Canada** search engine will augment the services provided by **NHBN** with the addition of builders from Kitchener-Waterloo, London, Cambridge, Windsor, Barrie, Guelph and Niagara. **NHBN** now boasts close to 200 builders throughout the network, including those from the **New Homes Canada** site. These sites allow homebuyers instant access to a greater number of markets, where they can discover a wealth of information about new homes – everything from amenities to builder information. A 360 degree virtual tour allows potential homeowners to envision themselves in a wide array of residences.

**New Home Buyers Network** has already expanded into the provinces of British Columbia and Alberta, and is the foremost search engine for major cities in Southern Ontario, including Toronto and Hamilton.

“We are very pleased with this latest acquisition of **New Homes Canada**,” says Rene DeSantis, founder and CEO of **NHBN**. “**New Home Buyers Network** now offers consumers an even larger geographical base to search for new homes. Our goal is to surpass people’s expectations of our services by providing the most extensive online information source for purchasing new homes.”

Along with the acquisition, **NHBN** is excited to announce the appointment of Roy Hobbs, Vice President of Sales. Hobbs has extensive experience in Internet marketing and comes to the **NHBN** from **New Homes Canada**, where he was both a partner and Director of Marketing/Sales. Prior to that, he served four years in Sales Management and Product Development for Advanced Telecom Services, primarily dealing with the newspaper industry in Canada, Washington, Oregon, Utah and California. Earlier,

Hobbs served five years as Vice President of Electronic Information Services for Trimel Corporation, where he spearheaded full service marketing programs for Canadian and U.S. based pharmaceutical and consumer product companies.

“I am very excited to be onboard at **New Home Buyers Network** and look forward to working with this progressive enterprise,” says Hobbs. “The growing interest in having easy access to new home markets through the Internet has been remarkable. We are already negotiating partnerships that will develop a healthy union of different media – radio, television, newspapers – which is essential to the success of the program.”

The **NHBN** is presently comprised of six web sites: The Toronto Star’s **newinhomes.com**, **specnewhomes.com** (The Hamilton Spectator), **bcnewhomes.com** (BC Newspaper Group) and New Homes Canada’s **www.newhomescanada.com**. The Alberta site (**www.abnewhomes.com**) and the Kitchener-Waterloo site (**www.recordnewhomes.com**) will be launched shortly, while plans are underway for expansion throughout the rest of Canada, the U.S. and the U.K. The **NHBN** also hosts ‘**Your New Home**,’ a home industry radio talk show on CFRB 1010AM, which has a reach throughout Southern Ontario.

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