

There has been some criticism of the older listings on ICIWorld which are used for networking purposes in the industry.

We appreciate the feedback on any and everything on ICIWorld because this gives us an opportunity to respond why our experience seeing the benefits of older listings in actions with members and to present a professional response.

There is little to no criticism of the newer listings on ICIWorld. There are new business opportunities presented daily. There are approximately 3,000 placed within the last 120 day period with 50-150 new opportunities coming in daily in 2014. We believe this is just the beginning.

So to do business for any who have any criticism of older listings we say, you do not have to look at them if you do not want to. Just search the new ones. Receive them by Email or set a button on your computer or mobile device to search the newest or add our Apps or Mobile application for your device to search the newest.

There is and always has been a date field one can choose to select any age of listing depending on ones parameters. It is our Search Advanced Tool where you can set the dates. There is a new age tool where you can select the age and other parameters and search.

There are 20,000+/- people receiving new listings by Email daily and there is no question this is very popular.

When a member adds a new listing it is automatically Emailed out to the industry.

ANNOUNCING NEW APRIL 26, 2014 There are new residential real estate Email List Servers now built for the industry for announcement at May 7, 8 TREB Show Realtor Quest that ICIWorld will be exhibiting in. Email List Service for major cities in Ontario for instance. So that exclusive listings will be now distributed into the marketplace for residential listings separate from commercial by subscribing now by city.

Commercial distribution of real estate Haves and Wants by Email is a success story. Apartment building \$13M sold in three days, one developer purchased three properties in one year all directly through contacts in the Email that he receives, and many more. Go to www.iciworld.com click on Testimonials to see more.

This circular addresses the issue of why we do not delete older listings.

First, all listings are dated on ICIWorld and one does not need to search older listings based on any criteria that one may choose.

Search Listings by Date: 30-60-90 days old, six months, one year, all

- All listings on ICIWorld are dated.
- We do not delete older listings.
- There is a history of older listings of Sold, Expireds, Inactive available for members only.
- Yes there are some Active Listings that are older that some salespeople have not modified and updated.

- All listings are there for networking purposes with numerous success stories of contacts made, deals done on the actual old listings or as a result of the contact, other business being done.
- But you can search what you might consider expired listings by searching the latest listings first, or setting a date range for 30-60-90-six months-all listings.
- The new widgets for mobile devices contain an age field that you can set to 30-60-90 days, 6 months, one year, all.
- Any of our advanced searches have a date range field you can easily set to 30-60-90 days old, etc. for age of listing
- There are 3,000+/- new Have and Want listings, new opportunities in 2014
- There are 50-150 new ones, opportunities daily.
- Also use the Status Field and choose Active

From experience we submit that it is the contacts, the people, behind the listings that are important.

- On older listings, the exact property may or may not be available.
- If it is sold, can it benefit you to know how much it sold for?
- Listings should be modified and marked sold and status changed to sold, but in actual practice the responsibility is left to the salesperson. It is the responsibility of the salesperson to look after their information from the moment it is placed. When they change it, it is instantly changed throughout the system.
- Is it possible this person knows about others not on the service because they deal in this kind of real estate in that particular area you are looking?
- Is it possible that if you let this person know what you are looking for, they might come in to it a few weeks later and call you back? So it is important to develop good relationships with members because they have the power to network information traditionally not on real estate boards.

This is networking.

Develop good business relationships with members on the service and it can open doors to new opportunities.

Build your personal database of contacts and make notes about the people you talk with. All starting from identifying through the listings, new and old, people with whom you may be able to do some business.

This ability to search the newest listings based on your criteria of 30-90 day old listings has always been possible. The ability to have widgets for your real estate website based on this is also possible and available on request.

The new mobile sites and Apps for your mobile devices have a default display of listings based on 3 months age. If a member does not renew his/her listings every 90 days they will not be displayed in the default setting.

Networking information.

It is important to understand what you can network and how.

According to RECO and other licensing bodies. ... A registrant shall not include anything in an advertisement that could reasonably be used to identify specific real estate unless the owner of the real estate has ***consented in writing***.

If you do not identify a property or give an address, you can network information in this information world.

- One example is a restaurant.
- An ad like: Mississauga restaurant \$350,000 making money
- This does not identify the property or give an address.
- It could be any restaurant.
- You can network this kind of information through ICIWorld if you are a licensed real estate broker or salesperson.
- This is displayed to the public.
- When they ask you for the address, you tell them that in this particular case you have to put an agreement in place first before showing the property or divulging the location, but that you can make arrangements to show it to them on Sat at 12 or would 1pm be more convenient?
- Then the day before your showing you get yourself a 48 hour exclusive agreement to cover your showing.
- There are 30,000 listings, 75% of which are exclusive on ICIWorld.
- Members put agreements in place first before showing properties or divulging an address or identifying the property.

In seminars that we conduct in real estate offices all over North America, most knowledgeable real estate professionals will agree 90% of apartment buildings are not on real estate boards, 90% of shopping centres are not on real estate boards, and this is true for land, businesses, and much more.

Today we see residential FSBO's more than ever.

All of these opportunities can be worked as your inventory on the Internet where there are 2+ billion people connected.

Put agreements in place first and then go show property.

It works. Go to www.iciworld.com and click on Testimonials. See the deals being done. Talk to the real estate professionals who are doing it. Understand it. Learn how to do it.

ICIWorld.net, Inc. (Since 1994)