**ARTICLE 3 – SEARS – 382 WORDS**

**Connecting buyers to realtors and rewards**

**The Sears Certified Real Estate Services program**

Finding the right realtor in the GTA can be a daunting process, especially when there are so many of them. But a new program that matches certified realtors to clients strives to ease the experience.

**A network of certified realtors**

Sears, in conjunction with QV Realty Inc., has now launched the Sears Certified Real Estate Services program. It offers a network of certified agents from national brand realty companies such as Re/Max, Royal LePage, Century 21, Sutton and Coldwell Banker. These realtors are fully licensed with at least three years of experience in the region, and many of them have received industry awards recognizing their accomplishments. So far, the program has 50 realtors on board in the GTA area, and Sears and QV Realty have plans to eventually roll out the program nationally.

Buyers can apply online or call the customer care centre at QV Realty. After an initial consultation during which buyers are asked to provide some basic information about their housing and neighbourhood preferences and budget, buyers will be matched with a ‘Sears certified agent.’ Within two days, an agent will arrange a time to meet and discuss your goals. Throughout the process, a customer care representative will follow up to ensure the process is running smoothly. The program allows customers to take some of the research out of the realtor selection process and know they are being matched with a trustworthy local professional.

**An exclusive rewards program**

As a ‘thank you’, Sears is also building in a related rewards program. Normally, buyers don’t pay commissions, but now they can get something back too. When you buy a home, Sears will give you 0.6% of the sale price in Sears gift cards. This means if you purchase a $300,000 home, you’ll receive $1,800 in gift cards you can redeem for any of Sears’ products or services such as home appliances, drapery, electronics or even a vacation. Sears will also provide customers with discounts on Sears products.

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| Home selling price | Sears gift cards |
| $250,000 | $1,500 |
| $300,000 | $1,800 |
| $350,000 | $2,100 |
| $400,000 | $2,400 |
| $450,000 | $2,700 |
| $500,000 | $3,000 |

**Call-out Box**:

*The program allows eases the realtor selection process*

*and matches clients with a trustworthy local professional.*