



Gail McCormack ~ Broker of Record

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Offices on Shadow Lake (Coboconk) and Balsam Lake
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A full service brokerage to both Buyers and Sellers.

Technology has transformed how today's Buyers shop for a recreational property. An over-whelming majority use the internet in their search.

It is more important than ever for a brokerage to have a powerful web presence.

- We know that Buyers want a 'Tech savvy' brokerage responding to their needs.
- We know that Sellers want suitable, potential Buyers channeled to their listings.

Kawartha Waterfront Realty has invested heavily in 'internet interfacing' to meet the needs of both Buyers and Sellers. We have done this through Search Engine Optimization, Interactive Web Forms, MicroSites, Blogs, Social Networking, Directory Automation, Secure Membership Areas, and Strong Visual Design.

Besides membership in the Kawartha Lakes Real Estate Board, we are also a member of the Toronto Real Estate Board with a massive base of more than 28,000 Realtors. Clearly TREB covers the widest geographical area with the greatest number of prospective buyers of any real estate board in the province.

In terms of service to both Buyers and Sellers, it doesn't get much better than this!

Not intended to solicit properties already listed for sale.