



MOBIALS INC.

Media Release

For Immediate Release

New Online Tool Confronts Consumer Uncertainty Surrounding Home Values

HomeProof.com Report Instantly Lets Canadian Home Sellers and Buyers Know What Their Home is Worth

November 21, 2017, London, ON – A new web-based tool is allowing Canadian consumers to get an instant and accurate home valuation report. When buying or selling a home, the process of acquiring a reliable value for a home online can be very time consuming, inaccurate or often not even possible. HomeProof.com simplifies the process through a system that leverages data from the Municipal Property Assessment Corporation (MPAC) among other sources, to provide real-time home valuations.

Existing web-based tools for generating home valuations generally require human interaction, substantial web searching or can be based on suboptimal data sources. Today's digital retailing trends suggest that consumers want real-time, direct and reliable results when and where they are researching online. This new platform provides the information in a report that is optimized for both mobile and desktop devices offering the consumer a powerful, convenient research tool wherever they are.

“As a homeowner, when it's time to buy or sell, not knowing what your home is worth can cause a great deal of stress,” says James Hayes, CEO & Co-Founder, Mobials Inc., who created HomeProof. “The benchmark value we provide, takes the stress out of the initial stage of any real estate transaction – getting the valuation. HomeProof is a direct channel to the value of your home,” he adds.

A HomeProof report includes essential property information such as: property address, real-time value, valuation date, upper confidence limit, lower confidence limit, year built, frontage, depth, site area, property type and description, square footage range, total finished basement area, number of bedrooms, number of bathrooms and other detailed property information on your property and up to three comparable properties that have recently sold within your neighbourhood. Data is refreshed in the HomeProof report weekly in Ontario – monthly in other markets – to ensure users have access to the most current property information.

HomeProof was built in partnership with MPAC, using their robust data and valuation expertise to provide regionally comprehensive and accurate valuations from Canada's largest and trusted source of home values.

"We're excited to partner with Mobials to help power the HomeProof report," says Lee Taylor, MPAC's Vice-President of Business Development.

"In this partnership, we have mutually created a means to put accurate, real-time values directly into the hands of consumers at the critical time of buying or selling their homes," says Taylor.

The initial phase of the launch covers off markets in Canada where MPAC operates, including all of Ontario, British Columbia and other major markets such as Calgary, Winnipeg, Montreal and Quebec City. Future plans are to grow the program to more jurisdictions, set to launch early in the New Year. The service is available in both French and English.

Consumers can get access to the tool in one of two ways. The user can choose a free sponsored home valuation report that allows them to choose a sponsor which is a HomeProof certified realtor, insurance provider or mortgage broker, to assist with a potential upcoming real estate transaction. If a sponsored version is not preferred the report can be provided for a fee, and is not connected to any third party.

"We've put control back into the consumer's hands by helping establish home value expectations and providing options to connect with qualified professionals that can help home buyers or sellers, through what's generally the largest financial transaction of one's life," says Hayes.

In order to create a HomeProof report, a homeowner simply has to enter the address of the home, choose either a paid or a sponsored version and the tool will generate the report.

Mobials Inc., a London, Ontario based company, has experience building valuation tools and is the developer of Tradesii, a similar product used on auto dealership websites and auto classified sites to get accurate automobile values instantly.

About Mobials Inc.

Mobials Inc. was founded in 2013, when the company launched its first product, a reputation management tool – Reviewsii. The London, Ontario based firm puts its technology focus on solving problems related to consumer uncertainty when shopping online, as well as other B2B solutions. In 2017, Mobials launched Tradesii a tool to be installed on dealer and larger auto classified websites to provide a more streamlined approach for consumers to get accurate trade-in values online. The company operates on one guiding principle – We believe your customers should be a natural extension of your business. Go to www.homeproof.com for more information.

About MPAC

The Municipal Property Assessment Corporation (MPAC) is an independent, not-for-profit corporation, responsible for assessing and classifying more than five million properties in Ontario in compliance with the *Assessment Act* and regulations established by the Government of Ontario.

MPAC's property data and property value insights are relied upon by banks, insurance companies and the real estate industry, and MPAC has strategic data partnerships with assessment jurisdictions across Canada.

Please see the attached PDF for a sample HomeProof Home Valuation Report.

For more information or interview requests, please contact:

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