# Remarketer and Pre-Construction

This section explores how we use Remarketer, our all-in-one website and CRM platform, to manage and promote pre-construction opportunities. From exclusive launches to client follow-ups, Remarketer powers the entire digital strategy behind our pre-construction business. With built-in tools for listing management, automated campaigns, and lead tracking, agents can seamlessly market new developments, nurture buyer interest, and drive conversions — all while staying compliant and consistent across platforms.


- Adding & Promoting Pre-Construction Projects in Remarketer
- Industry-Wide Pre-Con Search (Feature in Remarketer)

# Adding & Promoting Pre-Construction Projects in Remarketer

## Objective:

To help agents showcase pre-construction listings on their websites and promote them using the built-in marketing tools in Remarketer — whether it’s a project the agent adds or one added by the brokerage.

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## Tools Required:

- Remarketer Access (https://remarketer.ca)
- Access to listing files (for self-added projects)
- Agent-branded Remarketer website

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## Step-by-Step Instructions

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# Option A: Using Pre-Construction Projects Added by the Brokerage

1. **Log in to Remarketer**
    - Go to remarketer.ca and sign in with your Google account.
2. **View Available Pre-Construction Projects**
    - From the main menu, go to **Listings > Pre-Construction**
    - Browse the **“Brokerage Projects”** section — these are fully prepared and approved by the brokerage.
3. **Select a Project to Feature**
    - Click on the project name
    - Review the content, photos, and documents
4. **Add the Project to Your Website**
    - Click **“Add to My Website”**
    - Select where it should appear (e.g., Featured Projects, Home Page Banner, or Pre-Construction tab)
    - Hit **“Save & Publish”**
5. **Promote the Project**
    - Go to the **Marketing Center**
    - Choose from social posts, email flyers, or listing brochures
    - Select the pre-loaded project and personalize with your contact info and branding
    - Publish directly to social media or download for print/email

# Option B: Adding Your Own Pre-Construction Project

1. **Go to Listings > Pre-Construction**
    - Click **“Add New Project”**
2. **Enter Project Details**
    - Name, location, developer, closing year
    - Upload floorplans, price list, and project brochure
    - Add a compelling project summary and features (parking, deposit, views, etc.)
3. **Enable Website Visibility**
    - Check **“Show on My Website”**
    - Choose display categories (e.g., Now Selling, Coming Soon)
    - Set availability status (Active, Coming Soon, Sold Out)
4. **Add Lead Capture Features**
    - Enable registration forms (e.g., “Request Info,” “Book a Preview”)
    - Set up email alerts for new leads
5. **Publish to Your Website**
    - Hit **“Save & Publish”**
6. **Create Custom Marketing**
    - Go to the **Marketing Center**
    - Select the new project from the list
    - Choose from ready-to-use marketing templates
    - Customize, publish, or download as needed

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# Best Practices:

- Use brokerage-added listings for fast promotion
- Keep your own listings updated weekly (inventory, pricing)
- Always test your site after publishing to confirm links/forms work

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# Industry-Wide Pre-Con Search (Feature in Remarketer)

Remarketer now includes a powerful **Industry-Wide Pre-Construction Search** tool, giving agents access to a much broader range of projects beyond what the brokerage has added.

## Where to Find It:

- Located in the **left-hand side panel** under **“Pre-Con Search”**

## What It Does:

- Lets agents search **active pre-construction projects** from across the entire network of participating developers and brokerages
- Filter by **city, developer, status, occupancy date**, and more
- Preview project details including **renderings, floorplans, price lists, and deposit structures**
- **Allows you to easily email and market pre-construction projects**

## Why It Matters:

- You can now offer more selection to your clients — even if the project isn’t on your website yet
- Many projects can be **added directly to your site** or used in **lead capture campaigns**
- Great for staying ahead of market trends and helping buyers explore **VIP access** or **off-market opportunities**