

# 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](https://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
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# 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**