

in control, always.

DDF, or IDX, as it is often referred to, is a data sharing agreement between participating brokerages. It's an agreement that, by choice, we do not subscribe your home to. The premise is that your home is broadcast on a magnitude of websites across the country and your home is instantly everywhere. Sounds great, right? Hold on - it's not that simple.

When you hire us to promote your home, we take that job very seriously. We carefully craft a unique marketing program just for your home. Research proves that consumers go to brokerage websites for specific and accurate information on the web, not to get lost sifting through every listing in Southern Ontario. That's what realtor.ca is for. We want your home to stand out from the thousands of competing properties. We want your home to be treated differently than the rest. And that is exactly why we do not participate in a DDF system.

In a DDF environment, we lose control of how your home is displayed, how it's advertised and all of the subsequent data surrounding its promotion. Further to that, the display of content can not be adequately monitored, and we would no longer be the single point of contact for questions about your home. We feel the risk simply does not match the reward with DDF streams.

We love marketing and we truly feel we can do a better job promoting your home than anyone else. As it turns out, our sales data backs up that feeling. So, that's why we say no to DDF streams.

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