



REAL ESTATE GROUP



## **The Boutique Real Estate Group Joins RESAAS - The Real Estate Social Network™**

**VANCOUVER, B.C. (November 26, 2013)** – RESAAS Services Inc. (CNSX: RSS), The Real Estate Social Network™, is excited to announce that [The Boutique Real Estate Group](#) will be joining the [RESAAS](#) platform.

Why are we so excited? Simply put, The Boutique Real Estate Group is at the forefront of the real estate industry. Just look at their depth of engagement and interaction across all social platforms. Every listing of theirs is assigned a world-class sales & marketing campaign team, receiving the support of industry leaders in social media, internet marketing and print advertisement. For example, take a look at the [listing video](#) for 49 Golden Eagle, Irvine, California in the exclusive triple-gated neighbourhood of Shady Canyon. The Boutique's marketing campaigns include an aggressive mix of print advertisement & Boutique branding, social media integration, search engine optimization, HDR Photography (see below), 360° HD V-Tours, full responsive custom built property websites and full-colour custom property brochures, as well as top placement of the world's largest search engines and real estate websites.

Raj Qsar, Owner of The Boutique Real Estate Group, has a dream and is on a mission. He has used his more than 18 years of sales, marketing and leadership experience to turn the brokerage into one of the most dominant teams in the Orange County Real Estate market, bringing the key components of his brokerage entirely "in-house" - including back-end SEO and technology, graphics and design, staging and interior design, as well as social media, listing and transaction concierges for each of their agents.

What's more, Raj has traveled the country to educate and consult other brokerages, brokers and real estate professionals on the value of technology and social media as a local and national speaker. In 2013 he was named as one of the Top 100 Most Influential Real Estate Leaders by Inman News. Also in 2013, The Boutique Real Estate Group was named as a Next Generation Brokerage by Better Homes & Gardens and [1000 Watt Consulting](#). Finally, The Boutique Real Estate Group won an award for the Top 20 Real Estate Videos in the U.S.A.

Now he's joined RESAAS - The Real Estate Social Network™, along with his entire team at The Boutique Real Estate Group.

“The real estate industry needs to think outside of the box and we need to stop thinking like real estate agents,” said Raj Qsar, “which is why I am always on the search for new ways to improve my team’s ability to sustain their elite service through technology and social media. RESAAS is an exciting opportunity for us to do just that. It will significantly improve internal communication, boost each agent’s personal marketability and further increase the exposure for our listings.”

Each agent at The Boutique Real Estate Group will receive his or her own corporate branded agent page on RESAAS, and will be connected together into an exclusive group to communicate and stay connected with every other member of their team. In addition, The Boutique Real Estate Group will have its own corporate branded page in order to easily broadcast relevant information and market their company’s content.



“We are very excited to welcome The Boutique Real Estate Group to RESAAS,” said Nadia Suttle, Account Executive at RESAAS. “They are a prime example of how to lead the real estate industry by providing modern, effective and quality service for their clients and their listings. With them now onboard, it lends massive credence to RESAAS - The Real Estate Social Network™ as a powerful tool for real estate professionals everywhere.”

### **About RESAAS SERVICES INC.**

RESAAS – The Real Estate Social Network™, is designed specifically for the real estate professional to connect and communicate in real-time. Known as real estate broadcasts, RESAAS’ powerful rebcasts® engine automatically generates all of your real estate workflow into valuable social content that is instantly pushed out to the RESAAS platform and other social networks. Visit [www.resaas.com](http://www.resaas.com).

### **On Behalf of RESAAS**

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**The CNSX has not reviewed, nor approved or disapproved the content of this press release.**

Forward-Looking Information:

This press release and the company's website referenced herein may include forward-looking information within the meaning of Canadian securities legislation, concerning the company's technology platform. Forward-looking information is based on certain key expectations and assumptions made by RESAAS' management, including future plans for the design and development of the company's technology platform. Although RESAAS believes that the expectations and assumptions on which such forward-looking information is based are reasonable, undue reliance should not be placed on the forward-looking information because RESAAS can give no assurance that they will prove to be correct. Forward-looking statements contained in this press release are made as of the date of this press release. RESAAS disclaims any intent or obligation to update publicly any forward-looking information, whether as a result of new information, future events or results or otherwise, other than as required by applicable securities laws.