



## Your Guide to Adding a Have or Want

Install the App to your phone



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Gary Nusca, Broker, CCIM, CIPS



Make Appointment



Join Online Meeting

416-840-6227

Lorraine A. Varcoe



Make Appointment



Join Online Meeting

416-840-5787

**Still need Help?  
We have you**

# Adding a WANT or a HAVE



Message Number: [ ] Status: Active

Subject Line Help: Please remember the 4 ingredients to be included in the subject line: (1) Location (2) Property (3) Price (4) Size (5) Status and you must have the word 'Wanted' at the beginning of the subject line. Maximum 255 characters.

Subject Line: [ ]

Select/View Area: Canada, U.S.A., Mexico, Africa

Business Area: [ ]

Location, City (Optional): [ ]

Have/Want: Have

Business category: Timber or Mineral Property, To lease - Industrial/Office, To lease - Office, To lease - Retail/Office, Commercial

Make of listing: January 31 2024, GAL

Type Description: [ ]

Location: [ ]

Price (USD): [ ]

Price Min (USD) only in Work: [ ]

Price Comment: [ ]

Lower Price (USD): [ ]

Lower Price Min (USD) Use only in Work: [ ]

Number of lots: [ ]

Size: [ ]

Building Area (sqft): [ ]

Building Area Max (sqft) Searchable Field only in Work: [ ]

Building Area Minimum: [ ]

Site area: [ ]

zoning: [ ]

zoned District: [ ]

zoned: [ ]

bed District: [ ]

use Name: [ ]

use: [ ]

equity: [ ]

total: [ ]

Comments: [ ]

Internet Links: Click on a button to create property forward lookup links. [Add Link]

Reason Identifier: [ ]

Client Details: [ ]

Client Situation: [ ]

Client Occupation: [ ]

Relocation Rating: [ ]

Client Wt: [ ]

Client Name: [ ]

English Client's Address: [ ]

Broker's Recommendation: [ ]

Time Feature, Once Read Dates: [ ]

Control: [ ]

Will you allow your listings to be advertised on other broker's web sites? [ ]

Submit Information [ ]

Adding your first listing can be a little tricky. It is a long form with lots of fields. But it really helps people who are searching drill down and find the real estate information they are looking for. We have three categories to list your real estate information. Have, Want and \*Coming Soon.

We will work this form from top to bottom and try and give you as much information as possible.

\*You can only use 'Coming Soon' when you are adding a commercial property or if you have a Residential property that has, let's say a basement apartment that can be rented.



# The Subject Line

The subject line is designed specifically to trigger qualified buyers and sellers. It should contain four ingredients. Location, Type of Property, Price and or Size and the Sizzle. This formula is time-tested and successful. It has been the starting point of thousands of successful transactions over the last 29 years.

Message Number	<input type="text"/>
Status	Active ▾
<b>Subject Line Help: Please remember the 4 ingredients to be included in the subject line: (1) Location (2) Type (3) Price and/or Size (4) Sizzle and generally in the same order. For Wants, you must type the word Wanted at the beginning of the subject line. Maximum 160 characters.</b>	
Subject Line	<input type="text"/>
	0

The Subject Line is limited 160 characters. You can see the counter keeping track.

Please note: For WANTS, you must type the word Wanted at the beginning of the Subject Line.

You don't have to type the word HAVE for HAVES .

Do **NOT** ever identify the property with an address or anything else that would identify a property.

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When we look at this listing you can see that the 4 ingredients are present.

Wanted and then

1. Location
2. Type
3. Price and/or Size
4. Sizzle

Start with the word 'Wanted'

Wanted London to Toronto to Oshawa, North to Barrie, Niagara Region, Gas Station with Tim Horton preferred, \$2M - \$4M+, Has Money

1. Location - You will notice that we are using a 'geographic limitation by city'. We are definitely against using a term such as 'GTA' or 2 hours to Toronto. It is subject to misinterpretation and you can be missing doing deals and not realize it.

## Samples of Real Estate Information that has been added.

These listings are HAVES. They follow the 4 ingredients nicely and are less than 160 characters and spaces.

Niagara Region, Apartment Building, \$3.4M, Good Tenants, Upside Potential to Increase Density.

Hamilton (1 hr. to Toronto) apartment building, \$4.2M, balconies. Seller consider VTB.

Avoid using all caps in your ads. People feel as though they are being yelled at or even begging for attention, just not professional.

WANTED: CANADA WIDE, OLD HOTEL, OLD MOTEL, OLD COMMERCIAL BUILDING, BUILDING MUST BE IN POOR CONDITION WITH PRICE THAT REFLECTS IT. CASH IN HAND TO PURCHASE.

## Moving Down to the Business Area

The screenshot shows a web form with a 'Business Area' dropdown menu open. The menu lists various countries and regions: Canada, U.S.A., Mexico, Africa, Select Business Area, Middle Canada (SE, MC, NP, PB, LB), Ontario, Quebec City (St-Fran, Laval, South Shore, Cap-Rouge, etc.), Select City or District, Central and Eastern Ontario, For Southern Ontario, Greater Toronto area, Niagara Region, Select City or District, Asia, Australia, Wellington, and No Business. Below the menu, there is a 'Have/Want' dropdown menu with 'Have' selected.

Now you need to work through this area of the form. After selecting World Area by clicking on it, the next box will reveal itself with more selections. When you get to Select City or District select as many areas as makes sense. You have to hold down control / cmd key and use left mouse button to make additional selections.

If you can't find your city in the selection box add it manually here.

Finally in the Have/Want dropdown, make the appropriate selection.

The key thing for the business area to remember is you must select every single city or region that applies. If you miss one city can miss doing a deal and not realize it.

Please only select the Business Area in which the property is located.



# Business Category



The Business Category is an important area. In this example I expanded the box so that you can see all the options available. Make sure that you select the correct category to ensure your ad will be found if someone is searching by Business Category.

The key you must only select the business categories that apply.

Please place single family homes and condos in the Residential Estates, single family home category.

The Business Category called Apartment Buildings/multi unit/condo townhouses is reserved for multi unit projects not for individual condos

A screenshot of an ad form. The form has a header with 'Date of Listing' set to 'February 3, 2024' and a 'CAL' button. Below the header is a 'Type Description' field. A red box highlights the 'Location', 'Price (\$)', and 'Price Max (\$), Use only to Mark' fields. Below these are several other fields: 'Price Contingent', 'Lease Price (\$)', 'Lease Price Max (\$), Use only to Mark', 'Number of Units', 'Size', 'Building Area (sqft)', 'Bldg Area Max (sqft), Searchable Field only to Mark', 'Building Area Comment', 'Site area', 'Parking', 'Gross Income', 'Expenses', 'Net Income', 'Cap Rate', 'Assets', 'Equity', and 'Total'. At the bottom is a 'Comments' field.

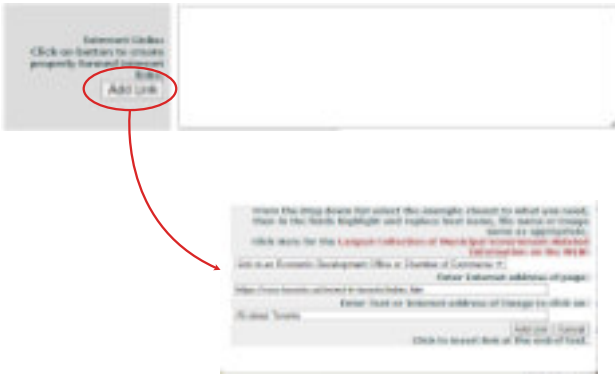
These fields apply to a 'WANT',

Congrats! Almost done. These fields are straightforward and easily filled in. You don't have to fill in every field just the ones that make sense for your ad.

Comments:

Copy your Subject Line to the Comments box and then feel free to add whatever information that you feel better describes the ad.

# Add Internet Links



When you click on the Add Link button another dialogue box will appear. There are a number of uses for this box.

- You should add links that will help to sell the location of your properties. They are typically found in the economic development area of the town or city website. Look for top reasons to locate or invest.
- If you have a PDF on your website you can also link to it from here.
- Photos, Drone, Virtual Tours, copy of the listing(if any), videos and more can be linked to.

However we feel that less is better than more.

It is better to make personal contact during the term of the listing with an interested party before giving out additional information.

We think it is better to trigger a lead during the term of your listing where you can identify the person first and at least you know who you are giving the information to.

# Close to the End



These fields don't apply to a 'Wanted' ad.

When you have finished entering the information you will click on 'Submit Information'. The first response from the server will be to verify the dollar figures in your ad. Select 'OK' to that pop up and then click on 'Submit Information' again to finish editing.



# Modify Your Ad

To modify an ad follow these instructions:

1. Login in to ICIWorld.com
2. Go to My Listings and click on it.
3. The next screen will show you all of your listings.
4. Find the ad you would like to change or update and click on 'Modify' at the end of the line.
5. If you only need to change the status use the drop menu at the very top and select what you need.
- 6.





# More Samples

649 Lottery convenience Store + Commercial property For sale, Inside Mall, Scarborough ON. \$138,000.0; Suitable for anybody looking to buy a small business.

Wanted Brampton, Mississauga, Industrial or commercial or a restaurant free-standing building for night club. \$1M to \$3M, 3,000 sf. to 6,000 sf. sold buyer.

Wanted London to Toronto to Oshawa, North to Barrie, Niagara Region, Gas Station with Tim Horton preferred, \$2M - \$4M+, Has Money

Costa Rica, Pre-Construction House, 4 bedrooms, mountain, and ocean views, \$1.3M, peaceful stable country, gated community, nature, healthy living.

Wanted Ottawa to Toronto to London, North to Sudbury, Long Property for Long Term Care Homes / Retirement Homes within 25-30 beds. Budget up to \$1,000,000.

Wanted Ottawa to Toronto to London, North to Sudbury, Long Property with zoning for Term Care Homes for Seniors within 25-30 beds. Budget up to \$1,000,000.

Developers & Builders Rare opportunity to purchase 5.84 acres commercial land In Brantford with multiple permitted uses, Sale price \$5.9 Million

HAVE: KEELE / MAJOR MAC., Busy Restaurant & Bar, Busy, Luxury With 15 years Lease plus Options, Moving out Toronto\*

Mobile General X-Ray, \$1.6M, In contact with 132 nursing homes

Coming for Sale, Toronto near Pearson Intl. Airport, Assignment Office Condo, \$699,900, 996sf at Regal Plaza Toronto newest luxury office condominium and hotel

Fordwich, ON (1 hour from Kitchener) Own & Run your own Restaurant, Gas Bar, bake shop or retail store. \$474,999 Live and Work.

Restaurant Opportunity- Madoc, ON (2 hr. to Toronto or Ottawa), Want to run your own Business? Famous locally owned restaurant, High traffic area. \$799,900

Wanted Niagara / Kingston Hotel / Motel \$1-5M With Good Cap Rate, Cash Buyer Can Close quickly!!

Coming for sale Autobody / Car Repair shop Property in Vaughan, 4.5M

Wanted, Toronto Keele & Dundas St W area and up 10km around, Veterinary or Pet Animal Clinic, up to 1.5M, Buyer has the cash

**Can you pick out the ads that followed the 4 ingredients?**

**Using the 4 ingredients creates a flow of information that makes it much easier to scan search results.**

