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The Collège of Real Estate Leaders

The Collège de l'immobilier Introduces Its New Website

Île-des-Sœurs, December 4, 2009 – The Collège de l'immobilier's new website is up and running. This is the third overhaul of the www.collegeimmobilier.com/en website since its inception some ten years ago.

The www.collegeimmobilier.com/en website was completely redesigned in order to meet the following communication objectives:

- inform clients about the many programs offered;
- maximize use of the Internet for student recruitment;
- highlight the activities offered by the Collège, its Fondation and its Centre d'études et de recherches (CÉRIQ); and
- create a bridge to Web 2.0 and social media.

The www.collegeimmobilier.com/en website is the official gateway to the Collège de l'immobilier du Québec. With close to **700,000 page views** and **80,000 unique visitors** per year, the Collège website is an exceptional showcase for both current and future real estate professionals. It is the **primary source of information** in the area of **real estate training in Québec** and it serves to increase the visibility of our educational institution.

The new structure of the www.collegeimmobilier.com/en website is user-friendly and reflects the Collège's many areas of expertise, including training for future real estate agents and brokers, seminars and activities targeted to real estate professionals and the general public, as well as learning via distance education (correspondence courses) and virtual classes.

Finally, many people use the Collège website to access the [blogue immobilier du Collège](#), one of the **top 5 most influential real estate blogs in Québec**, the Collège's [Facebook Page](#) or its [Facebook Fan Page](#) and its [Twitter](#) account.

To successfully realize this major project, the Collège de l'immobilier du Québec has once again relied on its longstanding partner, entrusting all design and technology aspects of the project to [Com2Media](#), a company based in Lac-Mégantic.

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