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COVER STORY

The power of In2ition

Dynamic pair strikes a chord with Property Divas

DIANNE DANIEL

Special to QMI Agency

Move over Sex in the City. It's time to make room for the Property Divas, a new venture by Debbie Cosic and Mira Tomljenovic, co-founders and partners of In2ition Marketing Insights.

It started with an informal gathering of women, brought together by Cosic and Tomljenovic for a comprehensive condominium information session.

The goal of the exclusive sales event — a girls' night out with a twist that included a martini bar and fashion show — was to arm women with the collateral they need to make informed real estate investment decisions. But it didn't take the business partners long to realize they were onto something, especially when they saw how much fun was being had by their guests.

"That's when it hit us," says Tomljenovic. "This is a huge opportunity not only to surround ourselves with like-minded women, but also to take our passion and transform it into something that's a tangible opportunity."

Now, three years later, the pair is ready to launch Property Divas, a go-to centre for any woman interested in owning real estate. By registering on-line at www.property-divas.ca, members become part of a support network that includes invitation to ongoing seminars and sales events where they are quickly brought up to speed on real estate opportunities and, more often than not, make a purchase. One group of friends even formed their own investment group after becoming involved in Property Divas.

As Cosic explains, the endeavour is an extension of the company's aim to "be the change" in the industry and to consistently think out of the box as they come up with cutting edge ways to reach buyers.

"Instead of pumping out the same old tried and true that has worked

for the past decade, we pride ourselves on looking for innovative ways to market," says Cosic. "This is one that has evolved as a favourite of ours."

Property Divas is for any female interested in real estate, regardless of their age, background or socioeconomic situation. The developments represented by In2ition range from multimillion-dollar high rises to entry-level units just under \$200,000 and the seminars are designed to answer all facets of questions, from why the price per square foot has gone up, what are the hottest neighbourhoods and where to find the latest design trends. Professional lawyers, accountants and mortgage brokers are also made available.

"We take them by the hand," says Cosic. "They're going to take away a plethora of literature that has statistics and returns on their investment; all kinds of things they can read to educate themselves and feel confident in their purchase."

In2ition is planning to hold a major Property Divas event this spring. In the meantime, the women-only target group is part of the company's launch strategy for the plethora of projects they represent in Toronto and '905' area. It's all part of their intuition — no pun intended — that the real estate market is ready for something different, says Tomljenovic.

"We believe the industry is ready for us," she says, noting that "zoomers" (active lifestyle baby boomers) are another target group identified by In2ition, which will be representing Signature Developments at the 2010 Zoomer Show in Toronto, October 30-31.

"Brokerage sales come readily, but then you have that percentage of end-user sales that's a little more difficult to achieve and that's when we target these more innovative ways of marketing."

For more information about In2ition Marketing Insights and the Property Divas target group, visit www.in2ition.ca.



Mira Tomljenovic and Debbie Cosic are co-founders of Property Divas, a go-to center for women interested in owning and exchanging information about real estate.