
FAQ - NEW MARKETING TOOLBOX & CREB[®]NOW MIGRATION

When will these changes come into effect?

We are refining some of our product offerings to enhance your member experience. These changes will take place on Oct. 14, including the launch of our new feature sheet templates on CREB[®]Link and the unveiling of the new CREB[®]Now blog and featured listings on creb.com.

Where can I find CREB[®]Now?

CREB[®]Now is moving to a new home on Oct. 14. The CREB[®]Now micro-site (crebnow.com) is being retired and the blog is being relocated to creb.com. The blog can be found under the “news centre” tab and will also be visible on the right side of the green navigation bar.

Valuable industry news and features, housing market statistics, how-to guides, and resources for buyers and sellers will continue to be cornerstone content on the blog and across our social media channels every week.

With new content arriving all the time, the easiest way to stay up to date is [subscribing to the Weekender](#), CREB[®]Now’s weekly newsletter.

Are CREB[®]’s featured listings moving with CREB[®]Now?

As part of the CREB[®]Now transition, featured listings will also be migrated to creb.com from crebnow.com, so you can continue to showcase your latest listings in a high-profile location.

There will be no change to the purchase experience, which is outlined in detail on the new Marketing Toolbox page on CREB[®]Link. You will still be given the option to purchase an Upgraded New MLS[®], Triple Hit or ATOM (advertise until off MLS[®]) ad when a new listing is added to the MLS[®] System.

The price for these advertising products remains the same:

- \$9 for an Upgraded New MLS[®] Ad (published for one week on creb.com)
- \$29 for a Triple Hit Ad (published for three weeks on creb.com)
- \$99 for an ATOM Ad (published for up to 13 weeks, or until your property sells, on creb.com)

Does CREB[®]Now still offer digital advertising services?

CREB[®]Now no longer offers digital advertising services. If you would like to advertise a new listing, you can do so through our featured listings. The process for purchasing a featured listing is outlined in detail on the new Marketing Toolbox page on CREB[®]Link.

Can I still order feature sheets through CREB[®]?

CREB[®] is no longer offering custom feature sheets. We are updating our approach for feature sheets from custom-order to self-serve. Easy-to-use feature sheet templates will be available to you as part of a complimentary value add through CREB[®]'s new Marketing Toolbox on CREB[®]Link.

What if I still want feature sheets custom-designed for me?

We have provided an alternative option for CREB[®] members.

ARC Document Solutions is our trusted partner for feature sheet design and printing. Once a member's feature sheets are printed, ARC can courier them to any address within city limits, send them to the CREB[®] building for pickup, or the member can pick them up at ARC (#110, 540 Fifth Ave. S.W.).

To get started, members should contact Michelle MacIver, ARC's Calgary branch manager, at 403-228-5155 or michelle.maciver@e-arc.com.

Any changes to CREB[®]'s pro photo service or 3D listings?

CREB[®] will continue to offer pro photo services and 3D listings to members.

The new Marketing Toolbox on CREB[®]Link will house information for members on pro photos, 3D listings, feature sheets and featured listings.

If members would like to request an appointment for photos or a 3D tour, they should fill out the photo appointment booking form on [CREB[®]Link](#).
