



SEARS CANADA INC.

## Sears Canada Launches Sears Certified Real Estate Services

Canadians can earn thousands in Sears Gift Cards when Buying or Selling a Home

TORONTO, March 2 /CNW/ - Sears Canada Inc. (TSX: SCC) announced today the launch of 'Sears Certified Real Estate Services', helping make real estate transactions professional, easy and rewarding. Starting today, customers buying or selling a home in the GTA (Greater Toronto Area), can earn 0.6% of the home's selling price in Sears gift cards, potentially receiving thousands of dollars in rewards. For instance, on a \$350,000 home, the rewards equal to \$2,100 in gift cards that can be used to help furnish the home with brand name appliances, electronics, housewares, furniture, and more.

"Buying a home is the largest investment most Canadians will make," said Dene Rogers, President & CEO, Sears Canada Inc. "No company in the country is more trusted than Sears Canada, and Sears is committed to helping our customers find a home, or sell their home using a Sears Certified agent that is experienced and dedicated to customer service and demonstrated results. In addition to trusted service, customers will earn 0.6% of the home's selling price in Sears Gift Cards, guaranteed."

Sears Certified Agents are from leading brokerages, and are thoroughly reviewed for their sales abilities, licensing and professional achievements. They possess at least three years experience, and are knowledgeable and dedicated in the complete real estate process including: listing, home searches, negotiations and closing. Currently servicing the GTA bordered by Oakville, Newmarket and Oshawa, they have expertise in their markets and know property values for the area, understanding unique benefits and issues of their communities.

Buying or selling a home with Sears Certified Agents includes an exclusive rewards program that is unparalleled in the market. There are no points, tiers or levels. Customers earn a straight 0.6% of the sale price of their home in Sears Gift Cards, 30 days after the closing date of the property. If they are buying and selling their home, they will earn Sears Gift Cards for both transactions. The chart below outlines the potential earnings:

Home Selling Price	Sears Gift Cards
\$250 000	\$1 500
\$300 000	\$1 800
\$350 000	\$2 100
\$400 000	\$2 400
\$450 000	\$2 700
\$500 000	\$3 000

Sears Gift Cards can be used at all Sears stores, as well as on catalogue and sears.ca orders. Canadians have trusted Sears for decades when outfitting their new homes with brand name electronics, appliances, home furnishings, and professional home installation services.

Sears Certified Real Estate Services is operated by QV Realty Inc., Brokerage which is duly licensed to trade in real estate pursuant to the Real

Estate and Business Broker Act, 2002.

For more information, Customer Care Associates at QV Realty are available by:

Phone: Toronto: 647.728.4817  
Toll-Free: 1.877.SEARS.51  
Web: [www.searsrealestate.ca](http://www.searsrealestate.ca)  
Email: [contact@qvcanada.com](mailto:contact@qvcanada.com)

This release contains statements that are forward-looking. Actual results or events may differ materially from those forecasted in this release because of the risks and uncertainties associated with Sears Canada's business and the general economic environment.

Sears Canada is a multi-channel retailer with a network of 198 corporate stores, 187 dealer stores, 44 home improvement showrooms, over 1,850 catalogue merchandise pick-up locations, 106 Sears Travel offices and a nationwide home maintenance, repair, and installation network. The Company also publishes Canada's most extensive general merchandise catalogue and offers shopping online at [www.sears.ca](http://www.sears.ca).

QV Realty Inc. is the exclusive operator of the Sears Certified Real Estates Services program. QV Realty inc., Brokerage is duly licensed to trade in real estate pursuant to the Real Estate and Business Broker Act, 2002.

For further information: Media Contact: Vincent Power, Sears Canada Inc., (416) 941-4422, [vpower@sears.ca](mailto:vpower@sears.ca)

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