

BuyingBlock.com

HOME BUYERS BENEFIT FROM ONE-STOP SHOPPING

TORONTO--[January 18, 2008]--Consumers eager to save both time and money when they buy a home are turning to an innovative online broker that manages the entire scenario, turning what otherwise might be drudgery and complexity into a positive and exciting experience.

BuyingBlock, a Toronto-based service launched last year, is licensed to perform or facilitate each step of the process -- mortgage, real estate, inspection, appraisal, legal, moving, utilities -- for the home buyer, especially the first-time home buyer. The BuyingBlock support system removes the stress and uncertainty that often accompanies buying a home.

As Toronto's first one-stop shopping service for home buyers, BuyingBlock eliminates the hassle of running a gauntlet of service providers. In addition to convenience, the service also assures savings. BuyingBlock's collective buying power obtains lower prices and superior quality in every deal. Better yet as the company is web driven it is able to provide preferential web rates.

As consumers themselves, BuyingBlock's founders were tired of being treated like 'nobodies.' "We wanted to be treated like 'somebodies,'" says co-founder Bruce Whitaker. "We also wanted to make home buying a more positive, less stressful experience." As seasoned bankers, mortgage brokers and realtors, they knew how to make that happen.

"I had been told by my friends how frustrating the home purchase can be," says client Alice Lustares, "You spend so much time searching for and negotiating with a realtor, a lender and a lawyer that you feel like crying at the end. So I took a friends advice and used BuyingBlock. They simply managed it all, at no cost to me. The best part was how they ensured quality performance at each step. I highly recommend them to all home owners and especially to first-time home buyers."

Homebuyers are invited to visit www.BuyingBlock.com. A simple roadmap greets consumers guiding them through each step of the home buying process. What could be easier.

For full details, please contact: Bruce Whitaker, (416)-920-5665