



REAL ESTATE  
WEBMASTERS

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## PITCH MAKES CANADIAN HISTORY ON DRAGON'S DEN

### THE BIGGEST POTENTIAL DEAL TO HIT THE DEN EVER!

NANAIMO BC, NOV 4, 2014 — Having Shark Tank guru Barbara Corcoran as a client is just the beginning for CEO Morgan Carey of Real Estate Webmasters, a Profit 500 real estate website development company based out of Nanaimo BC, on Vancouver Island. As one of the most profitable companies in Canada, Carey is looking to break into the Canadian market after establishing a leading reputation in the US, and he isn't letting the fact that the Dragons historically don't take well to high valuations stop him from coming in at a record-shattering ask.

When the young, charismatic businessman entered the den this year to request \$2 million in return for 4% equity of his business, the resulting \$50 million valuation raised some eyebrows. In the preview on CBC Vikram Vij laughs, and Boston Pizza Baron Jim Treiving tells him, "This isn't going to be a very long pitch."



While details of the episode remains hush-hush until **airing on November 19<sup>th</sup>**, there is an advertisement on the Dragon's Den official Facebook page hinting at a \$2 million deal this season. Carey is tight-lipped about the outcome, but says he planned a hard-hitting strategy from the outset.

"I knew I'd have to defend my fifty million dollar valuation very quickly," he explains, "so I needed a pitch that spoke to what it is that we do for real estate agents and brokers in terms of results—and do it fast." Carey added that his 10 year track record in the business shaped his confidence going in. "I explained to them that we shoot for a 1000% return on investment for our real estate agents, and that is why they hire us and stay with us long term. We say what we'll do, and do what we say!"

Carey says he aimed high because of his rapidly growing business, with \$10 million in annual sales and a projected \$20 million in sales for 2014. The question he wanted answered on the show was simple: how do you take a company from 100 to 1000 employees? "That is why I need the dragon's help!" he says.

After auditioning early this year, Carey waited and checked his email inbox ("make sure you check your spam

folder,” he jokes), until he was finally informed that he’d be filming with the Dragons in Toronto. He set his sights on Mr. Wonderful, aka: Kevin O’Leary, and marketing maven Arlene Dickinson. But since O’Leary left the show this season the Dragon that did pique his interest was newcomer Michael Wekerle, finance whiz and CEO of Difference Capital. According to Carey, it was this particular dragon’s analytical mind that drew him in, along with some similar personality traits. “We’re both not what you would expect as the typical multi-millionaires,” says Carey. “We’re kind of laid back, have tattoos, and play rock music.”

Not able to divulge further on details of the impending episode, he says the advice he gained along the way was to always know your numbers, be prepared to be challenged on everything, and have a clear understanding of where you’re going as well as where you’ve been.

“I’m excited to finally be able to take our amazing success story and get it out there,” says Carey, who currently has a corner of the market in the US, and works with real estate mogul Corcoran, but remains fairly under the radar on this side of the border. “I am quite sure after the show airs we will be getting calls from real estate agents and brokerages all over. We’re excited to show you what we can do, and can’t wait to take that next step in our journey.”

### **About Real Estate Webmasters:**

Real Estate Webmasters is a one-stop-shop marketing solution for real estate agents in Canada and the US that offers the very best Customer relationship Management (CRM) available in the online real estate sector to date. As a major importer of Canadian funds through 80% business in the US, the company currently employs 130 people, not including a Rewsters restaurant and upscale staff cafeteria in the ground floor of its Nanaimo headquarters. With a decade in the business the company currently maintains a 40% profit margin.

The company offers some of the following services:

- Real estate agent / broker websites
- Marketing / Lead Gen for Realtors
- Content writing and SEO
- CRM / Conversion Platform

As a progressive, dynamic team of young experts and professionals in the field, many of whom have relocated for the business opportunities, Real Estate Webmasters offers cutting-edge perks to employees in an open-space, collaborative and progressive environment reflective of high tech giants Google and Facebook.

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For more information about Real Estate Webmasters and to speak with Morgan Carey about his Dragon’s Den appearance, call Stephanie Brown 250-816-7364, email [stephanie@realestatewebmasters.com](mailto:stephanie@realestatewebmasters.com) or visit the website at: <http://www.realestatewebmasters.com>