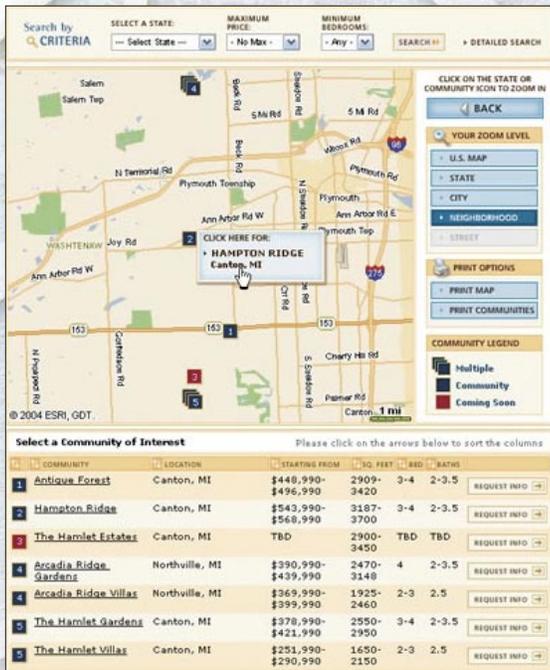


Looking for a Home?

Get straight to the point...and click.



By simply moving the cursor over a house on the map, information on the house is displayed. This allows those looking for homes to go directly to the neighborhoods they are interested in instead of wading through pages of listings.



Pulte Homes' Web site allows visitors to drill down to neighborhoods by clicking on a map, making it easy to search areas that may not be familiar.

Home buyers tend to have a very specific area in mind when they are looking for a potential property. They know where they want to live and where they don't want to live, whether it's close to a particular school or service or near a workplace. However, home buyers continue to be subjected to browsing through reams of listings in their search for their dream home. Wouldn't it be better to let them use an interactive map of their desired area to view your available properties?

Drilling for a Dwelling

ESRI and IDV Solutions have implemented solutions for large homebuilders and real-estate companies that let the buyer quickly and intuitively "drill down" on a map, using their mouse to point to a desired area and view properties that interest them.

The tool is called the Neighborhood Finder Interactive Home Search and leverages RouteMAP™ IMS, ESRI® geographic information system (GIS) software technology, and the consulting services of IDV Solutions. Users can now search for a home by selecting an area of interest on a map rather than creating a criteria list or specifying a multiple listing service number.

A similar solution was implemented for Pulte Homes, the second largest homebuilder in the United States. Visitors to Pulte's home page can select the state of their choice from the map, then visually drill down to Pulte neighborhoods in their area of interest. Using this visual search approach ensures delivery of a pleasing, efficient interaction with a potential customer and seamlessly connects with the next step in the sales process, namely, contacting a representative for a viewing.

A clean, intuitive, efficient, visual home search is no longer a luxury; it is close to becoming an expectation for potential home buyers. Contact us to learn how you can engage potential customers more efficiently, thus increasing your competitive advantage in the marketplace.

Learn more about GIS for real estate at
www.esri.com/real_estate
www.idvsolutions.com



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