

INTRODUCING FIND BY REALTOR.COM®



Find by REALTOR.com® is a professional data application exclusively for REALTORS® that allows MLS Members to access all REALTOR.com® data via a powerful, robust, and intuitive search engine.

The screenshot displays the Find by REALTOR.com interface. At the top, there are navigation links for 'Welcome', 'Help', and 'Sign Out'. The main header includes 'Property Search', 'Tagging', and 'Settings' buttons, along with a 'Report Bin' showing '0 properties collected'. The search bar contains the text 'homes for sale in sunny beach' and a 'Search' button. Below the search bar, the results are summarized as '91,146,274 properties found.' The interface includes a 'Results Breakdown' section with filters for 'BEDROOMS', 'PRICE', and 'BATHROOMS'. The 'BEDROOMS' filter shows counts for 0, 1-2, 3, 4, and 5-9999 bedrooms. The 'PRICE' filter shows ranges from \$0-\$80k to \$250k-\$2,000.00m. The 'BATHROOMS' filter shows counts for 0.0-0.25, 0.25-1.25, 1.25-2.25, 2.25-2.75, and 2.75-11.0555 bathrooms. The main results area shows a list of properties with details such as address, price, and features. Three properties are visible: 12345 COASTLINE HWY (\$8,595,000), 4567 SANDY Lane (\$14,500,000), and 5678 RIPTIDE Lane (\$12,500,000). Each property listing includes a photo, address, price, and key features like bedrooms, bathrooms, and square footage. The interface also includes a 'SORT BY' dropdown set to 'Freshness', a 'VIEW AS' dropdown set to 'Gallery', and a 'RESULTS' section with links for 'Add to Report' and 'View on Map'.



Find

- For the last few years, Move, Inc., in coordination with the National Association of REALTORS®, has made significant advancements in the quantity and quality of data on REALTOR.com® - the Official Site of the National Association of REALTORS®
- This investment has allowed REALTOR.com® to build an experience that allows the consumer audience to discover and interact with the listed properties in new and engaging ways
- The success of these initiatives is reflected in the #1 position REALTOR.com® has maintained in Unique Users, User Minutes and Pages Viewed and the REALTOR.com® iPhone® app which has become one of the fastest downloaded apps in its category in the Apple® app store

Most Time

Where home buyers and sellers choose to stay longer than anywhere else.
That translates into more quality consumers spending more time looking at your brand and listings



*comScore - Media Metrix, April 2010



REALTOR.com® has:

- Nearly 4 million current, accurate and up-to-date active listings: Most MLSs are updated every 15 minutes, with all others updated a minimum of once per day
- 5-6 million Sold Records per year: Over 1.25 million from MLS sources (attribution is provided to both the listing and selling brokers) and the remainder are from public record sources
- 90 million + Property Records: From various public record vendors
- Multiple AVMs on non-listed properties: Licensed from multiple sources
- Nationwide School Information: District boundaries and detailed reports
- Nationwide Neighborhood Information: Boundaries, demographics, psychographics
- Overlay of Nationwide Data: Flight paths and airport noise, hurricane paths and tornado records, seismic activity and flood plan data, etc.
- Local Amenity Locations and Information: Places of worship, restaurants, entertainment, emergency services, banks, libraries, etc.

Technology Platform



REALTOR.com® – For Consumers

FIND – For Professionals



Find

- *Find* is a professional application for REALTORS® that allows MLS Members to access data via a powerful, robust, and intuitive search engine
- The *Find* application gives the REALTOR® professional an unfettered, unrestricted view of all the Move® data sets
- With *Find's* ultra-fast search engine and a powerful natural language processor, the professional can immediately access any of the broad data sets by simply typing in a request
For example:
 - *3 bedroom Homes for sale in Houston School district with a pool between 500k and 600k*
 - *View condo in Honolulu with in-ground pool and deck*
- The intuitive search engine and data structures in *Find* automatically link separate data elements and differing nomenclature and different spellings (in-ground, in ground, inground) to help the professional find the data they need quickly and easily



311 RIVER BLVD, BINDER, CA

311 River Blvd
Binder, CA
12345
County: KING

\$1,999,000 LP
Mortgage: \$1,499,000
4 bd 5 ba 3916 sqft
Detached Historic
Area Single Family
Year Built: 1922

For sale Active
Updated: 04-20-1010
By: KELLY AGENT
MLS: BINDER
Owned by: SMITH, JOHN

Details | Active Listing | History | Photo Archive | Community Info | Comments

FEATURES

LOCATION
Subdivision: ACOSTA S WATER
Address: 311 RIVER BLVD
City: BINDER
County: KING
State: CA
Zip: 12345

PROPERTY INFORMATION
Recording Date: 3-15-2008
Transfer Value: \$1,699,000
Year Built: 1922
Parcel Number: 012345 0000
Property Owner: SMITH, JOHN
Buyer Name: SMITH, JOHN
Seller Name: THOMSEN, BOB

*REALTOR.com® Internal Reporting, April 2010

For Associations and Multiple Listing Services interested in providing the *Find* opportunity to their membership, please contact your REALTOR.com® Industry Relations Representative.

