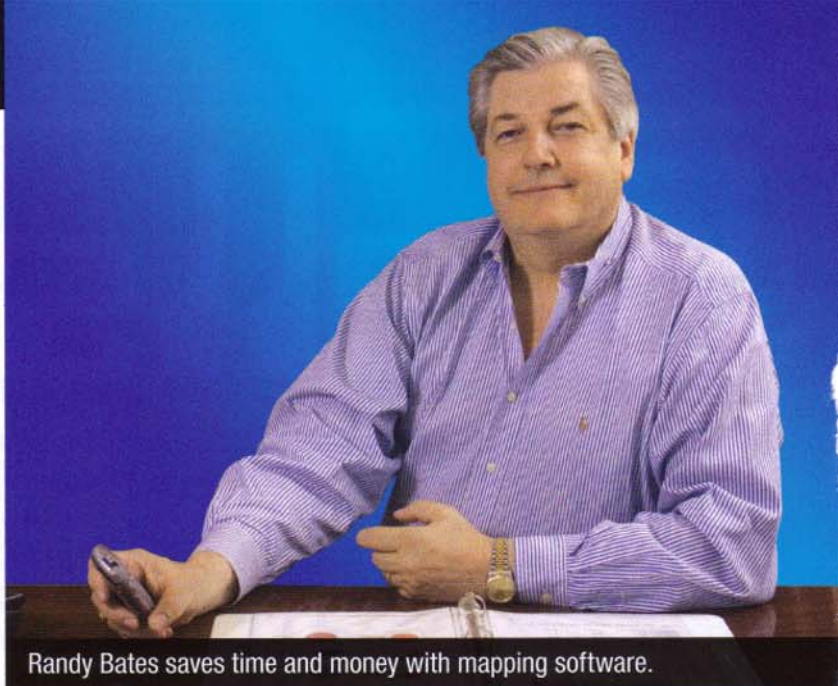


technology & You

Find Property Data in a Flash



Randy Bates saves time and money with mapping software.

Technology has made a huge difference in the way Randy Bates plies his trade. During his six-year real estate career Bates, a sales associate at Ivan J. Smith & Co. Inc. in Pompano Beach, has witnessed the transformation of the industry due to technology that makes it faster and easier for him to serve his clients.

Bates used to spend hours poring over plat books and microfiche files in order to collect the data he needed for a comparative market analysis (CMA). But now, thanks to the REALTOR® Association of Greater Fort Lauderdale, Bates can do a CMA right from his office — because the Association offers its members access to *iMapp* software, a suite of interactive tax-mapping programs.

"*iMapp* is one of the easiest programs to use," says Bates. "It's really powerful and provides so much more than the county MLS [program] — and the quality and timeliness of the data is very good."

Launched nine years ago by Clearwater-based *iMapp* Inc., the software allows real estate professionals to locate information on any property using an interactive online map. With just one click, an associate can bring up a property's tax records, sales history, comparable sales data or neighborhood demographics.

Currently, 25 Realtor associations in Florida use the software program.

Bates, who closed \$6 million in sales in 2004, is projecting sales of

\$7 million this year. Here's how he uses *iMapp* to run his business more efficiently:

1. A One-Stop Shop

Bates can go to one Web site and get all the information he needs. Whether it's comparable sales, demographic data or the dimensions of a vacant lot, Bates can find it all in one place without having to jump into and out of different programs. Previously, he would access the MLS to obtain listing and sales data and then switch over to the tax rolls for tax information and FSBO data. "You'd end up with two different sets of printouts," says Bates. But *iMapp* integrates the two sets of data, allowing Bates to seamlessly move between them.

2. Farming Is a Breeze

Bates sends mailers about once a month to the residents of the areas he farms. Every quarter, he also sends

mailings to different areas, whether a particular condominium building or an entire subdivision. His mailings contain just-listed, just-sold and sale-pending information, as well as general solicitations for new clients.

Using the *iMapp Label Wizard*, Bates simply selects an area on the interactive map and, voila!, mailing labels for all the homeowners in the area he chose are printed automatically in whatever format he desires.

The program even prints alternative addresses for part-time residents. Bates has done away with pricey payments to mailing list vendors.

3. Info on the Go

With *iMapp's iMobile* service and an Internet-enabled cell phone, Bates has access to property data whenever he needs it. The reports are formatted specifically for small screens, so they're easy to read.

Now, if Bates is giving customers a

4 MAPPING PROGRAMS

1. **Google Earth**, Google — Free version, Plus version: \$20, Pro: \$400; <http://earth.google.com>

2. **HomePages™**, HouseValues Inc. — Free; (877) 450-0088; <http://www.homepages.com>

3. **iMapp**, *iMapp* Inc. — \$100 per month; (813) 282-9300; <http://www.iMapp.com>

4. **RealQuest®**, First American Real Estate Solutions — à la carte version, prices vary, or via package at \$300 per month; (800) 345-7334; <http://www.firstamres.com>