



# WAV GROUP

## **The Property Search Delta**

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## Online Property Search Overview

The real estate consumer has a dizzying array of websites that provide them with access to real estate listings. There are numerous third party websites like Zillow and Trulia as well as national real estate franchise sites and local real estate company websites. Consumers likely assume that all of these sites provide updated, accurate and complete information. Unfortunately this isn't the case.

**To be competitive in engaging the real estate consumer online, brokers and franchisors offering consumer property search portals need to offer equal or better services than third party listing websites.**

Today, consumers are often surprised to find out a listing they found on one site has already sold, or find out that another site reports that it has expired or simply that another site has much more complete information on the property. When they follow the link to obtain "more details" they find themselves in a totally different website with a totally different interface, and perhaps different pricing on the subject property. Brokers and franchisors need to be mindful of this if they want the consumer to make their website the primary site for obtaining their real estate information.

**Professional real estate websites are losing the battle for consumers online.**

Real estate professionals are competing against very well constructed third party listing portals that have huge amounts of information and provide an easy user interface. In contrast, broker and franchise sites lack supporting data like demographics, or school info, or other things provided by their third party competitors. This may be swaying the consumer in the direction of third party listing websites and be the cause of reduced web traffic and potential customers for brokers and agents! We call this problem the "Property Search Delta."

Many consumers use multiple third party websites that link to broker or franchise websites to see more information. Consumers experience a confounding world of "this" vs. "that."

How does search information experience change for the consumer when they link over to the franchise and broker sites? Is it better? Do they like it? Do they see more and better information when they leave third party sites and go "directly to the source" of the real estate listing data? Will consumers view the leap to the real estate professional's site as a great experience?

This white paper chronicles our findings on the consumer search experience. We call it the "Property Search Delta." Our intent is to show, at a high level, what consumers actually find at various franchise and broker websites and the disparity in search experiences between third party, franchise, and broker sites.

Do all sites present the same depth of property data fields? Is the search experience fairly uniform? Not at all! There are huge differences, or Deltas, in the type and quality of information found on property websites.

### **Competition is Fierce**

Franchise and real estate companies face stiff competition from third party sites like Zillow and Trulia that use broker listing data as the basis for their portals. While the information on the franchise and broker sites may be more accurate and complete in terms of property data, many third party sites are putting a huge amount of money and effort into creating richer and deeper consumer experiences while they are viewing properties. They are adding supporting information around the property data, such as sold data, valuations and neighborhood information to make the consumer more informed.

In this paper we are looking through a consumer's eyes to point out the "bar" that has been set that they will be compared against by these consumers when looking at franchise and broker sites.

There are three primary categories of consumer property search websites that make up the lion's share of consumer traffic.

1. Third party websites
2. Franchise websites
3. Real estate broker websites

Beyond these three top categories, there are also MLS consumer websites and agent websites that have been excluded from this overview. MLS consumer websites and real estate agent websites display broker-listing content that is consistent with real estate broker websites.

There is an intimate connection between third party consumer-facing websites and broker and franchise websites. Listings that appear on third party websites typically provide a link to the franchise or broker site where consumers can click to see additional information. As a result, the Property Search Delta is always going to be there for consumers to see, judge and decide.

Brokers and franchises are risking erosion of consumer traffic as a result of the Property Search Delta. It is our intent in this paper to point out a few of the things that franchise and broker websites can do to tip the Property Search Delta back in their favor so the consumer bookmarks their site, not the third party site.

### **Property Website Data – The Truth**

There are basically two types of data on any property website.

1. Listing data
2. Supporting information

Listing data is specific information about a property, like the number of bedrooms, baths, price, style, etc.

Supporting information comes in many different forms. It is data that is relevant to someone buying the property, but the data does not describe the property itself. Things that fall into this category would be data like:

- Floodplain data
- School information
- Nearby restaurants
- Public transportation information
- Comparable sales information
- Valuation calculators
- Closing cost estimators

The most important information on any property website is the listing data, since without that the supporting data means nothing. Here's the truth — only sites using a full IDX feed for listing data have the best listing data available anywhere. And only licensed brokers and agents or their providers are allowed to use IDX feeds to populate their websites.

Since this is true, why do so many more consumers go to sites like Zillow and Trulia to perform property searches when the data is not as accurate as the data on a broker or franchise site?

The number one reason is because CONSUMERS DON'T KNOW the listing data may not be as complete or accurate, and the real estate industry doesn't tell them.

Third party sites have attracted a wide consumer audience because they have placed a "pretty dress" on the listing data. At first, many of these sites had listing data that was inaccurate over 40% of the time, yet consumers continued to visit because (1) third party websites are marketed to consumers very effectively, and (2) because they put all types of really fun information and tools around the data that consumers have never seen before. Consumers who visit real estate broker and franchise sites rarely see these same types of tools. In contrast, the third party sites create a fun, engaging experience for consumers, while professional real estate sites simply have the best data, ***but consumers do not realize broker listing data is better!***

## Third Party Listing Website Overview

WAV Group defines the category of third party listing websites as consumer facing websites that are not operated or owned by real estate agents, brokers, associations or MLSs. Top third party listing websites include examples like Zillow, Trulia, Yahoo, Google,

Homefinder, Homegain, Cyberhomes, and many more. (*Note: Realtor.com is a third party listing website but it is not included because it is governed by agreements between the National Association of REALTORS® and participating MLS – and uses IDX data like broker websites.*) If you add all third party sites together, they have a significant share of voice in communicating listing information to the online consumer. Unfortunately, they also have the lowest accuracy and completeness of listing information. In a study done by WAV Group in 2008 for Roost, research showed that data accuracy and completeness of listing information that is published to consumers is often more than 20% inaccurate and, in some cases, more than 92% inaccurate on some third party sites. ([Reference: Roost 2008 study of listings in Dallas \\$250,000-\\$300,000, Miami \\$450,000-\\$500,000, and San Diego \\$300,000-\\$350,000.](http://blog.roost.com/2008/08/26/accuracy-online-property-searches-examination/)) <http://blog.roost.com/2008/08/26/accuracy-online-property-searches-examination/>

Third party listing websites have lower accuracy and completeness of listing information because they receive listing information from a variety of sources and these sources do not regulate the data collection in a consistent manner. Top sources include franchise databases, virtual tour companies, brokers, agents, agent productivity software, foreclosure databases, MLSs, other third party websites, listing aggregators, and more. Unlike the data that comes directly from MLSs, which is controlled by strict rules and regulations, this data is less controlled, and therefore higher rates of error are present.

This lack of reliability from some listing sources creates two significant data challenges for the third party website companies, and subsequently to consumers using these sites. The first is dealing with unknown listing accuracy; and the second is dealing with changes to listings that may not be corrected in a timely manner or ever, such as price changes, listings that expire, or listings that are sold.

To resolve these challenges, third party websites evaluate listing content from a variety of data feeds and rank them by listing authority. The following lists shows an example of how a third party site might have their listing authority ranked. At the top of the list, in this example, is the listing agent, while the MLS listing feed might be in the fourth position.

1. Agent who enters a listing manually
2. Broker listing feed
3. Franchise listing feed
4. MLS listing feed
5. Other listing feed (*virtual tour, other third party site, etc.*)

*Note: Not all third party listing websites follow these listing authority rankings – each one is different; however, the ranking above is representative of a number of third party listing websites.*

What this priority list means is that data in a higher position, with “1” being the highest, will trump data submitted from a lower position. So even if data is available from an MLS,

if another “higher” source is available, it will override the data that is lower in the priority list.

Some third party sites do receive “syndicated data” directly from MLSs. In the case of Cyberhomes, MLS feeds are considered the most authoritative, which has helped to improve listing accuracy. But this is the exception, not the rule. Unfortunately the problem of data accuracy with third party property websites will continue to exist until and if they receive dedicated feeds from MLSs as brokers and agents do. What this means is that websites managed by MLSs and real estate companies will always have the most reliable local listing information for a given market. Some franchise websites, like RE/MAX, that link to their local brokers, also insure that the data you are looking at is direct from the MLS and therefore the most accurate data available, although may not be the most complete.

The problem is that consumers have no way to know that the data they are looking at on a given website is accurate or not until they contact an agent or engage the seller (many sites allow FSBO listings). As a result, consumers continue to rely on third party listing websites for property searches. These sites embody excellent usability, nationwide search, provide tons of additional fun information, and let consumers do their searches — most importantly — without any sales pressure. These third party sites also provide a level of expectation, or an information standard that consumers are likely to expect from any site they are going to spend time on.

Franchise and broker sites need to keep the following point in mind as they work to deliver their own property search websites. To compete online, you must offer consumers the same or better information than the third party websites that consumers are using.

## **Third Party Search Interfaces**

One common theme you will see across the numerous third party sites is the use of very simple search interfaces. Anyone can go to these sites and find properties. What this means to the consumer is “no frustration” and success in finding listings.

## **Comparing Search Results – Franchise/Broker/Third Party Sites**

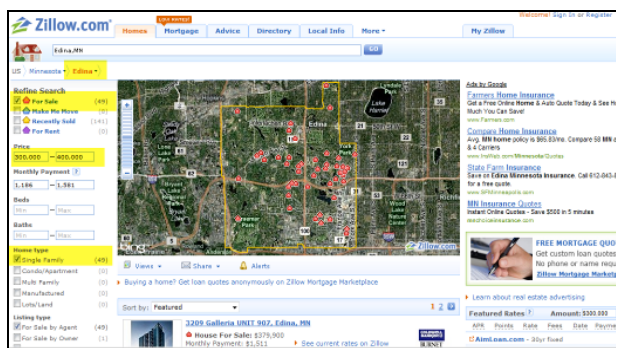
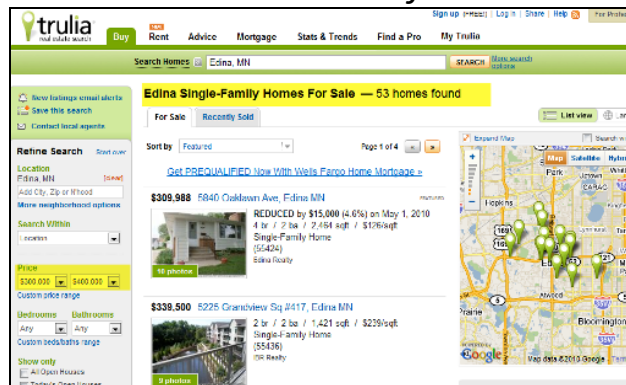
As WAV Group researchers began the process of understanding the consumer Property Search Delta, we chose to look carefully at both the user interface that the consumer experiences, as well as the field level data that gets returned with the search. To begin our review, we searched Edina, MN, for single family properties in the \$300,000-\$400,000 price range. We were careful to omit foreclosures, FSBOs (for sale by owners) and other apparently non-broker, non-agent represented listings. We used three third party sites — Trulia.com, Zillow.com, Homefinder.com, and one local real estate company that we confirmed to have accurate MLS IDX listing information, Edina Realty (edina.com) — for our initial comparison. The results are very interesting.

Each site was easy to use and each site had a very nice representation of the listing data. Our first significant observations were the Delta of listing count among the sites reviewed.

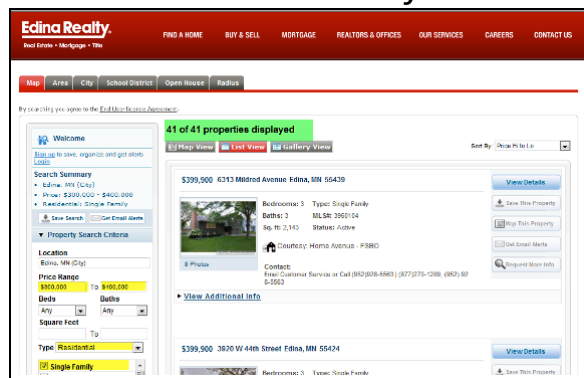
Third Party Website Comparison	Edina, MN \$300-\$400K Single Family, Residential Search		
	Edina	Trulia	Zillow
Search			
Number found on search	41	54	50

*Trulia.com – 53 homes found*

*Zillow.com – 49 homes found*



*Edina.com – 41 homes found*



## Why are the numbers different? What does this mean?

If you were the unsuspecting consumer looking at these examples, you might believe that the Homefinder.com site with 137 homes is the best site because it shows the most number of listings. Trulia would come in second, showing 53, Zillow shows 49, and Edina.com shows 41!



We know that the data on Edina.com comes directly from the MLS database, and that data is controlled by very strict rules and regulations that ensure properties are reported when they are sold, or expired. So why are the numbers different? We can't say for sure within the scope of this paper **but it would appear that there may be data on these third party sites that is no longer active but still shows as being active.** Consumers most likely will not know this and may be very disappointed to find out the home of their dreams, found on one of these third party sites, was sold several months ago!

## **What Third Party Sites Do Really Well!**

Third party sites like Trulia and Zillow came about for one simple reason: They saw a very definite consumer need and they filled it. They realized that consumers want and demand more information and transparency in everything they do, and that includes home search. The real estate industry, on the other hand, tried very hard to circle their wagons around their MLS data and channel consumers to agent and broker websites only. Consumers gain access to MLS IDX data through broker and agent websites and Realtor.com, the only national IDX property search website.

MLSs often see consumers as customers of their participating brokers and subscribers, not as end benefactors of high quality MLS listing content. Some progressive MLSs did create MLS public websites that allowed the general public to search for listings directly, but these sites remain controversial as brokers often feel they compete directly with websites that they have built themselves. The end result of these positions was the emergence of third party sites that recognized a strong consumer demand for aggregated property information along with a rich consumer experience. Brokers are now sending their listings to these competing sites on one hand and fighting against MLS websites on the other. This is a confounding paradox.

What third party sites could not do in data accuracy they did with flash and sizzle! Zillow came out with their "Zestimates," and anyone that tried that little tool knows that it is hugely inaccurate in many cases (Zillow transparently provides data on the measure of inaccuracy in each market). But it was cool! If a consumer got a value that was high, they loved it! If they got a value too low, they didn't, but they still talked about it and soon everyone was trying it. Consumers liked it.

The third party sites didn't stop there; they added sold property information from public record information. MLSs traditionally do not allow brokers or agents to display sold data through IDX, though that rule is changing today in many progressive MLS areas. MLSs who do not allow brokers to publish sold listing data may want to be considerate of the impact that this rule has for brokers competing against third party websites online. Even if your rules do not allow the publishing of MLS sold listing content, allowing brokers to comingle active listings with public record data would also allow brokers to compete with other third party sites.

Third party sites also added neighborhood information and other fun facts important when considering a home sale or purchase. These third party sites knew how to "dress things up" for primetime. In our appraisal, third party websites provide an excellent search experience and should be commended for raising the bar for the whole industry. Again, like the rules against displaying sold data or comingling public record data —

some MLSs have IDX rules that prohibit the broker from comingling neighborhood information with IDX listing content.

## **Sample Search Experience**

In the following example we emulate the consumer search experience consumers find when searching listings on Trulia and calculate listing details. We contrast that property search experience against a selection of franchise and broker websites. The variables between listing information across these sites constitute the “Property Search Delta.”

One of our first observations is that a Trulia listing detail display is many pages long. They provide much more than just the property data, including:

- Public record information
- Tax information
- Price history
- For sale and recently sold comparable properties
- Mortgage rates and quotes
- Monthly payment examples
- Maps and nearby listings
- Trulia user ratings of area
- Crime statistics
- Recent area online discussions
- Nearby community lists
- Sales trends by area
- Market trends by area
- Financing guides
- School information and mapped locations
- School online discussions
- Foreclosures

# Trulia Full Listing Detail – A Benchmark for Comparison

[Buy](#)
[Rent](#)
[Advice](#)
[Mortgage](#)
[Stats & Trends](#)
[Find a Pro](#)
[My Trulia](#)

[Sign up \(FREE\)](#)
[Log in](#)
[Share](#)
[Help](#)
[For Professionals](#)

[More search options](#)

[Get PREQUALIFIED Now With Wells Fargo Home Mortgage >](#)

**FOR SALE**
**RESALE**

**\$399,900**
**6320 Ridgeway Drive, Edina MN 55439**

[Back to results](#)
[Prev](#)
[Next](#)

[Home Facts](#)
[Photos \(6\)](#)
[Map & Nearby](#)
[Mortgage](#)
[Comparables](#)
[Sales Trends](#)
[Schools](#)

View large photos (5)

Price: **\$399,900**

Est. payment: **\$2,351/mo** [IWC DIRECT Mortgage](#)

Bedrooms: **4**

Bathrooms: **3**

Property type: **Single-Family Home**

Size: **2,870 sqft**

Lot: **—**

Priced at: **\$193/sqft**

Year built: **1972**

Added on Trulia: **76 days ago**

Total views: **40** (as of 8/24/10)

MLSID: **3004555**

Nearby School: **Countryside Elem...** Nearby schools

Zip: **55439**

Provided by: **counselor Realty, Inc.**

[Contact the agent](#)

☒ [IWC DIRECT Mortgage](#): Great Rate & No Points

**SAVE 20%**

when you stay 3 nights or more

**BOOK NOW >**

**Days Inn**

Wonderful family home in West Edina. Recently updated kitchen, flooring, baths, bedrooms, driveway, sidewalk, etc. Close to schools, parks, and freeways. Come see it today!

[Like](#) [Write a personal note about this listing](#)

**Listing Information**

[Listview](#) [Tableview](#)

Most recent information provided by counselor Realty, Inc. on 08/24/2010 02:14 AM:

- Price: \$399,900
- MLS/Source ID: 3004555
- 2,870 sqft
- Status: For Sale
- 4 Bedrooms
- Single-Family Home
- Listing Type: Resale
- 3 Bathrooms
- Built in 1972

[View more details from counselor Realty, Inc. >](#)

**Public Records**

Official property, sales, and tax information from county (public) records as of 07/20/09:

- Single Family Residential
- 1 Partial Bathroom
- Built in 1972
- Parking: Tuckunder
- Roof: Asphalt
- Basement: Improved Basement (Finished)
- County: Hennepin
- 3 Bedrooms
- 1,300 sqft
- A/C
- Parking Spaces: 2
- 7 Rooms
- Fireplace
- 1 Bathroom
- Lot Size: 0.19 acres
- Heating: Forced air unit
- Exterior Walls: Wood
- Construction: Masonry
- Subdivision: NORWINDALE 3RD ADDN

**Property Taxes**

Year	Value	Land	Improvements	Total	Tax
2008	Market	\$185,000	-	\$150,700	= \$335,700
2009	Assessed	\$185,000	-	\$150,700	= \$335,700 \$3,827 (prior)

Source: Public Records

**Price History for 6320 Ridgeway Dr**

[Alert](#)

**Homes you might like...**

[Alert](#)

- 6516 Linwood Ln, Edina MN**  
**\$415,000**  
 4 br / 3 ba / 2,600 sqft  
 Single-Family Home
- 6505 Parker Ln, Edina MN**  
**\$469,900**  
 4 br / 3 ba / 2,645 sqft  
 Single-Family Home
- 6161 Birchcrest Dr, Edina MN**  
**\$315,000**  
 4 br / 3 ba / 1,702 sqft  
 Single-Family Home
- 5105 W 55th St, Edina MN**  
**\$379,000**  
 4 br / 2 full, 1 partial ba / 2,135 sqft  
 Single-Family Home
- 6535 Linwood Dr, Edina MN**  
**\$289,900**  
 5 br / 3 full, 1 partial ba / 3,400 sqft  
 Single-Family Home

[View all homes near 6320 Ridgeway Dr >](#)

**Resource Center**

[View your 2010 Credit Score instantly. Free access for 7 days!](#)

[Use our guide, calculator! Save on closing costs.](#)

[Find a local insurance agent. Get a free insurance quote.](#)

**Got a question?**

Recent Q&A in Edina, MN

Q: Do I have to pay back the \$7,000 tax credit I keep money on my house? 2 answers

Date	Event	Price	Source
06/25/2004	Sold	\$260,000	Public record
06/18/1998	Sold	\$161,500	Public record
01/03/1996	Sold	\$152,000	Public record

### Sold Homes near 6320 Ridgview Dr

Address	Distance	Property Type	Sold price	Sold date	Bed	Bath	Sqft
5213 Birchcrest Dr, Edina MN	0.37 mi	Single-Family Home	\$439,900	07/13/10	4	1/1*	1,734
6900 Gleason Rd, Edina MN	1.32 mi	Single-Family Home	\$410,000	08/05/10	4	2/1*	1,666
6009 Tingdale Ave, Edina MN	0.62 mi	Single-Family Home	\$383,000	07/09/10	3	1/1*	1,856
5725 Kemrich Dr, Edina MN	1.29 mi	Single-Family Home	\$430,000	07/09/10	3	2/1*	2,040
6808 W 82nd St, Bloomington MN	2.30 mi	Single-Family Home	\$352,917	07/20/10	4	2/1*	1,856

[View all homes similar to 6320 Ridgview Drive, Edina MN »](#)

\* Full/Partial bathrooms

### What Trulia users think of this area

Overall area rating:

★★★★★ Excellent

Top rated categories:

☒ Parks & Recreation  
☒ Schools  
☒ Cleanliness  
☒ Walkability

Total ratings: 19 | [View all ratings](#)  
Last updated 14 hours ago

Rate this area: ☆☆☆☆☆ Rate it

Rate these categories:

Safety ☐ ☐ ☐ ☐ ☐ Rate it  
 Pet-friendly ☐ ☐ ☐ ☐ ☐ Rate it  
 Walkability ☐ ☐ ☐ ☐ ☐ Rate it  
 Restaurants & Shopping ☐ ☐ ☐ ☐ ☐ Rate it

[Rate and Review](#)

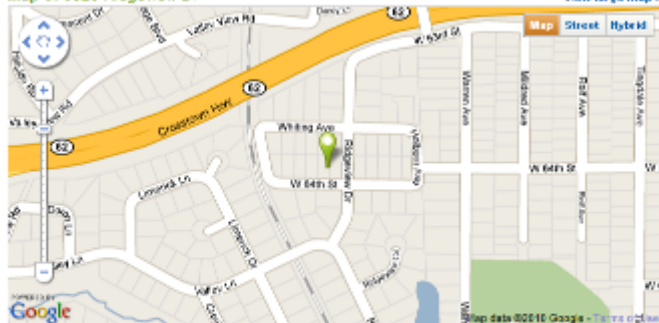
### Real Estate Trends in 55439

<b>Listing price for 6320 Ridgview Dr</b>	<b>\$399,900</b>	
Average listing price for similar homes	\$411,167	2% above listing price
Median sale price for similar homes	\$396,303	0% below listing price
Average listing price for all homes in 55439	\$864,398	116% above listing price
Median sale price for all homes in 55439	\$351,250	13% below listing price

[View more Sales Trends for 55439 »](#)

### Map of 6320 Ridgview Dr

[View large map »](#)



[The Easy Orange Mortgage: 3.125% Rate, 3.186% APR. Apply online!](#)

Q: We bought a house that had an open permit and our title company did not catch. ... [8 answers](#)

Q: Our dream house came on the market & it's in an awesome location. Only ... [7 answers](#)

Q: Why did the avg. selling price of 1 bedroom condos in St. Louis Park take a... [3 answers](#)

Ask the real estate community and get an answer

[ASK](#)

#### More Advice:

[Recent Q&A in Edina, MN](#)

[Recent blog posts in Edina, MN](#)

[Find a real estate professional Edina, MN](#)

Schools near 6320 Ridgeview Dr

Elementary

Middle

High

School name	Type	Rating*	Distance**
Countryside Elementary School	Public	4	0.8 mi
I have 3 grandchildren at Countryside Elementary and they all have different needs and interests. The staff at Countryside...			
Normandale Elementary School	Public	5	0.89 mi
The French Immersion program has been wonderful for my children. Each classroom has a student teacher that is a native speaker...			
Concord Elementary School	Public	5	1.01 mi
Great school could not ask for a better staff than Concord. Been here since 1990- Pete, Custodian.			
Highlands Elementary School	Public	5	1.26 mi
the teachers are so devoted and the principal is soo cool			
Creek Valley Elementary School	Public	5	1.29 mi
This school is a great school. Many kids come out of Creek Valley with high test scores and continue on in middle/high school...			

[View all schools in Minneapolis Public School District »](#)

\* Rating scores vary from 1 (lowest) to 5 (highest)

\*\* Proximity to this address does not guarantee enrollment eligibility. Please contact a local real estate pro for more info

Contact Info

Agent:

Andrew Barnes

Provided by:

counselorrealty.com

Inquire about this property

Your name

Your email

☒ Save this listing to My favorites

Send email

We will never use your personal information. Privacy policy

You might also be interested in...

Price Reduction

Open Houses

3 photos

5909 Tracy Ave

\$299,000

↓ \$1,000 on 08/04/10

3 br 2 ba 2,275 sqft

Single-Family Home

9 photos

4000 Diesel Ave

\$1,049,000

↓ \$10,000 on 08/24/10

4 br 5 ba 4,040 sqft

Single-Family Home

10 photos

7208 Cornell Dr

\$454,900

↓ \$10,000 on 08/24/10

5 br 4 ba 4,205 sqft

Single-Family Home

9 photos

6024 Ingois Trl

\$1,095,000

↓ \$155,000 on 08/24/10

5 br 4 ba 4,822 sqft

Single-Family Home

7328 Cornell Dr

\$195,000

↓ \$5,000 on 08/04/10

3 br 3 ba 2,170 sqft

Townhome

School information provided by OnBoard Informatics Copyright (c) 2008. Information is deemed reliable but not guaranteed.

Communities near 6320 Ridgeview Dr, Edina

Edina Real Estate

Edina Real Estate

Edina Foreclosures

Edina Single-Family Homes

55439 Real Estate

55439 Single-Family Homes

Nearby Cities Homes for Sale

Golden Valley Homes for Sale

Saint Louis Park Homes for Sale

Richfield Homes for Sale

Minneapolis Homes for Sale

Bloomington Homes for Sale

Eden Prairie Homes for Sale

[See All Nearby Cities](#)

Real Estate and Mortgage Guides

Edina Real Estate Guide

Edina Schools

Hennepin County Home Prices Heat Map

Minnesota Home Prices Heat Map

Edina Mortgage

Edina Refinance

Edina Home Loan

Compare 6320 Ridgeview Dr With...

Similar homes to 6320 Ridgeview Dr

Recently sold Edina homes

Recently sold 55439 homes

Compare to 6320 Ridgeview Dr

Edina Apartments

Residential Real Estate

San Francisco real estate

New York real estate

Los Angeles real estate

Orlando real estate

Miami real estate

Philadelphia real estate

Phoenix real estate

San Diego real estate

San Jose real estate

Chicago real estate

Arizona real estate

California real estate

Florida real estate

Illinois real estate

Massachusetts real estate

New Jersey real estate

Pennsylvania real estate

Texas real estate

Other local real estate

California apartments

New York apartments

Texas apartments

Apartments for rent

Home price maps

Real estate community

U.S. Property records

Explore Trulia

Homes for Sale

Homes for Rent

Stats & Trends

Real Estate Advice

Trulia Mobile

Trulia Labs

Trulia API

For Professionals

Agents

Brokers

Advertisers & Partners

Tools & Widgets

Submit Your Listings

Corporate

About Trulia

News Room

Trulia Blog

Jobs

Privacy

Terms of Use

Advertiser Terms of Use

Trulia Pro Terms of Use

Community Guidelines

Search Homes

Edina, MN

SEARCH

[More search options](#)

The consumer experience on Trulia is based not only on the listing information, but is also on all of the important add-on services that they come along with the listing content. To be competitive, franchise and broker websites need to have comparable information surrounding a listing. While broker and franchise websites might have the most accurate listing information, we all know that “sizzle sells.”

## Franchise and Broker Site Examples

Franchise and broker websites also have many happy users that understand that the most important thing in any property search is the listing data itself. But there are differences in what each website includes, as well as the user interfaces.

### Methodology

The following websites were used for this review as representative examples of major franchise and broker websites. To be clear, we chose these websites because we think that they all offer great search experiences to the consumer, but there are still Deltas between their sites and third party websites that are significant.

- Remax.com
- Edina.com
- Windermere.com
- ColdwellBanker.com
- @properties.com

The following chart shows many of the features included with the reviewed sites as well as some of the differences in the features they provide. In the top row you will notice there are three different searches detailed. Our goal was to look at a few areas around the United States to see if the Property Search Delta varied from market to market.

The first row under the actual site names shows how many listings we found when doing the same search on different sites. For example, in the first search, which was done for Remax.com, Edina.com, Trulia.com, and Zillow.com, we searched for single family properties in Edina, MN, between \$300,000 and \$400,000. The number of listings returned from each site was different ranging from 31 on the RE/MAX site to 54 on Trulia. Which site is correct? We believe Edina.com would be the most accurate since they receive a direct IDX feed from the local MLS, though we have not done a thorough audit. **We counted the number of displayed data fields. This too varied from site to site, with Edina being the winner.** The point though is clear: All sites are not created equal, and just because a site has listing data does not mean it is current or accurate.

## Franchise/Broker Third Party Sites - Data/Feature Comparison Chart

Franchise/ Broker Website Comparison	Search in Edina, MN \$300K-\$400K Single Family, Residential				Search in Seattle, WA \$300K-\$400K Single Family, Residential			Search in Chicago, IL \$300K- \$400K Single Family, Residential
	EDINA, MN				Seattle, WA			Chicago, IL
Search	Remax	Edina	Trulia	Zillow	Windermere	Coldwell Banker US	Coldwell Banker Seal/Bain (Broker)	@properties
Number found on search	31 - says 483 in total area	41	54	50	820	94	500	656
IDX Feed	Y	Y	N	N	Y	N	Y	Y
Quick search	Y	Y			Y	Y		Y
Address search	Y	Y			Y	Y		Y
Advanced search	Y	Y			Limited	N		Y
Map search	Y	Y			N	N		Y
School district search	N	Y			N	N		N
Open house search	N	Y			Y	Y		Y
Other search	Luxury properties	Luxury properties			N	Luxury Properties, Intern'l Listings, Blue Sky Search		Polygon map search
Sold search	Yes, but none found	Y			N	N		N
Nearby properties	N	Y			N	N		N
Show similar properties for sale	Y	N			N	Y		N
Foreclosures	Y	Y			N	N		N
Features								
Full MLS listing details	Y	Y			N	N		Y
Property detail fields	32	44			22	8	30	29
Agent remarks	Y	Y			Y	Y		Y
Number of photos - select property	6	6			12	15		13
Max number of photos	10+	10+			10+	10+		10+
Slide show	Y	Y			Manual	Manual		Y
Directions	Y	Y			N	N		Y

Show comparable sold properties	Shows prompt but no comps found	N			N	N		N
Neighborhood information	N	Walking distance location chart			Walking distance location chart	Some "nearby" information		Neighborhood Rpts, Market Rpts, Development Rpts
Display Options								
List View	Y	Y			Y	Y		Y
Map View	Y	Y			Y	Y		Y
Gallery View	N	Y			Y	N		Y
Mapping								
Street	Y	Y			Y	Y		Y
Aerial	Y	Y			Y	Y		Y
Hybrid (with boundaries)	Y	Y			N	N		Y
Birdseye	N	Y			Y	Y		N
Services								
Full listing agent details	Y	Y			N	Y		Y
Schedule showing	Y	Y			N	N		Y
Save listing	Y	Y			Y	Y		Y
Save search	Y	Y			Y	Y		Y
Get email alerts	Y	Y			Y	Y		Y
Print flyer	Y	Y			Y	Y		Y
Email listing	Y	Y			Y	Y		Y
Contact agent	Y	Y			Y	Y		Y
Send to mobile	Y	Y			N	N		N
Auto Search/ Homefinder	Y	Y			Y	Y		Y
Compare selected	N	N			N	Y		Y
Financial Functions								
Amortization	Y	Y			Y	Y		Y
Cash flow analysis	Y	N			N	N		Home Analysis Sheet
Social Network Features								
Add to Facebook	Y	Y			N	Y		N
Add to MySpace	Y	Y			N	Y		N
Add to Delicious	Y	N			N	Y		N
Add to Digg	Y	N			N	Y		N
LinkedIn	N	Y			N	N		N
Twitter	N	Y			N	Y		N
Google	N	N			N	Y		N
Stumble Upon	N	N			N	Y		N



## Chart Highlights

All of the franchise and broker sites have the core listing modules needed to do dependable listings searches. With the exception of the Coldwell Banker franchise site, all use 100% IDX data from the local MLSs. Each site provides easy ways for consumers to put in their own search information and to obtain updates on properties they are interested in. Some of the sites even provide update alerts if there are price or status changes.

In terms of property data, all of the sites provided detailed listing information, again with the exception of the Coldwell Banker franchise site, which does not get their data directly from IDX feeds in all markets. But the Coldwell Banker franchise site does provide a link to local Coldwell Banker offices where full IDX data is made available.

Overall, these sites are strong in the listing search and display areas. They offer good photo viewers, most have slide shows, virtual tours, let consumers save their favorites, get alerts and, most important of all, the data is reliable!

Some have also added excellent add-on information on sales trends, neighborhood information, and walking distance reports. Both the Edina.com and @properties.com sites had excellent supporting information, such as market reports, area statistics and neighborhood information. These data sets compete very well with the features we have noted on the Trulia site.

Mobile applications were slim in the sites we reviewed. We only found two options on remax.com and edina.com to send any of the properties found on a search to a mobile phone. We did not see any options on any of the sites to set up a mobile search application or instructions on how to access via a mobile browser.

In some cases it took us a while to find certain features as we went through our checklist. Things like finding directions to properties were sometimes buried three levels down making us work to find the feature. If you look at the interfaces on the popular third party sites, one thing stands out – they are easy and everything is right in front of you. When you are looking at listings they are anticipating what you might want to do next. After you look at a search results list they might present you with other “similar” properties to consider that are “close but not exact” to the original search requirements. These are nice features that franchise and broker websites should seriously consider.

## Franchise/Broker Website Search Review

As WAV Group researchers began the process of understanding the consumer search delta, we chose to look carefully at both the user interface and features that are made available to the consumer. We paid close attention to the data returned with the search on different franchise and broker websites. For the first two sites, like the third party sites, we searched for single family properties in Edina, MN, with a price range of \$300,000 to \$400,000.

### REMAX.com

The RE/MAX website serves its franchise and company stores around the world, including 70 regional sub-franchisors, most of them independent of RE/MAX, LLC,

varying in size from a metropolitan area to an entire country. Remax.com provides a single-point search experience for their franchisees allowing consumers to link directly to the local RE/MAX office through the search that allows them to provide data as it is made available by each MLS or as entered for international customers. To be clear, a property search parameter entered at remax.com seamlessly redirects the consumer to view the search results on their local broker website. Unfortunately, when this happens the search experience is not uniform in all cases.

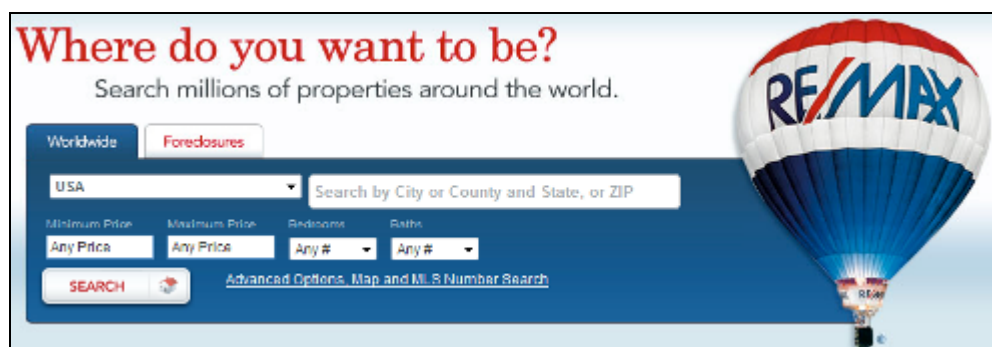
## Search Options

The RE/MAX franchise site offers three different options for their residential search, including:

1. Advanced search
2. Address search
3. MLS number search

Each of these options also includes two additional capabilities to search by “State” or “County” as well.

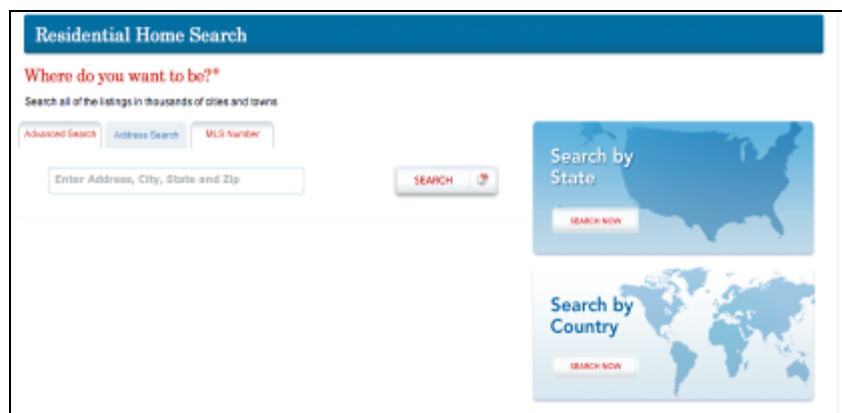
## REMAX.COM Quick Search

The image shows the 'Where do you want to be?' search interface on the REMAX.COM website. It features a blue header with the text 'Where do you want to be?' in red and 'Search millions of properties around the world.' in white. Below the header, there are two tabs: 'Worldwide' and 'Foreclosures'. The 'Worldwide' tab is selected, showing a dropdown menu with 'USA' and a search input field labeled 'Search by City or County and State, or ZIP'. Below this, there are four input fields: 'Minimum Price' (Any Price), 'Maximum Price' (Any Price), 'Bedrooms' (Any #), and 'Baths' (Any #). A red 'SEARCH' button is located below these fields. To the right of the search fields, there is a link that says 'Advanced Options, Map and MLS Number Search'. On the right side of the interface, there is a large image of a hot air balloon with the REMAX logo on it.

The quick search is clean and easy.

## Address Search Screen

Additional options are available including advanced search, address search and MLS number search. You can also search by state or by country.

The image shows the 'Residential Home Search' interface on the REMAX.COM website. It features a blue header with the text 'Residential Home Search'. Below the header, there is a red banner with the text 'Where do you want to be?\*' and 'Search all of the listings in thousands of cities and towns'. Below the banner, there are three tabs: 'Advanced Search', 'Address Search', and 'MLS Number'. The 'Address Search' tab is selected, showing a search input field labeled 'Enter Address, City, State and Zip' and a red 'SEARCH' button. To the right of the search field, there are two large buttons: 'Search by State' and 'Search by Country'. Each button has a corresponding map icon and a 'SEARCH NOW' button below it.

If you choose “advanced option” you go to the screen above which allows you to search by additional features, address or MLS number, or by state or country.

## Advanced Search Screen

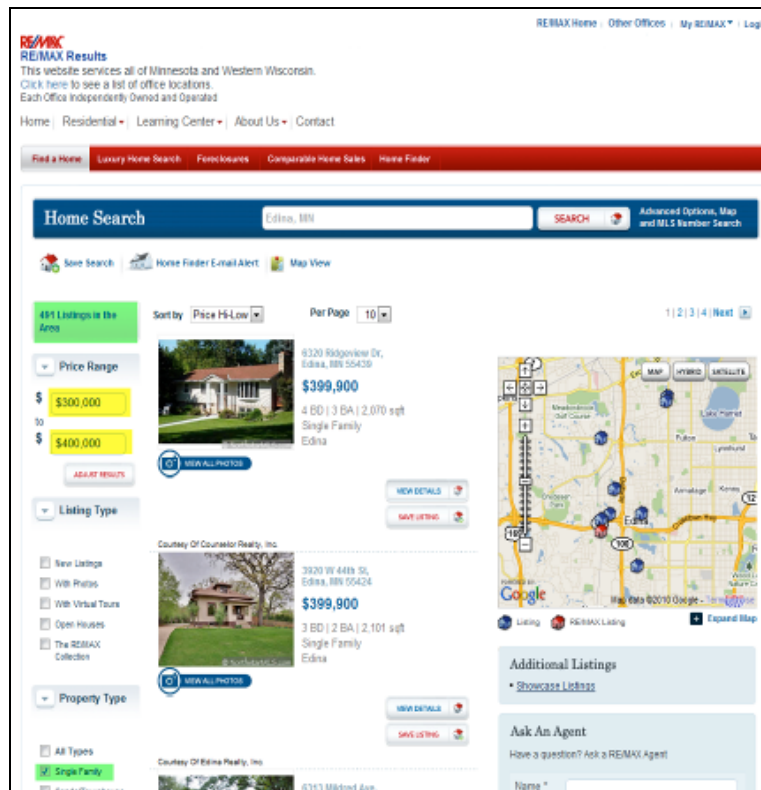
If you select the advance search screen you get additional search options to further define your property search.



The image shows a web form titled "Residential Home Search". It includes a header "Where do you want to be?" with a subtext "Search all of the listings in thousands of cities and towns". Below this are three tabs: "Advanced Search", "Address Search", and "MLS Number". The "Advanced Search" tab is selected. The form contains several input fields and checkboxes: "Price Range" (Any Price to Any Price), "Bedrooms" (Any), "Bathrooms" (Any), "Garages" (Any), "Listing Type" (Non Listings, With Photos, With Virtual Tours, Open Houses, The RE/MAX Collection), "Property Type" (All Types, Single Family, Condo/Townhouse, Rentals, Multi-Family, Timeshare, Vacation Rental, Vacant Land, Mobile Home), "Lot Size" (Any), "Min Square Feet" (Any), "Max Square Feet" (Any), "Year Built" (Any), "Subdivision" (Any), and "Return Results In" (List View, Map View). There are also two buttons: "SEARCH NOW" and "SEARCH".

## Search Results (Edina, Single Family, \$300K-\$400K)

We looked in Edina in the noted price range.



The image shows a web page titled "RE/MAX Results". It includes a header "RE/MAX Results" and a subtext "This website services all of Minnesota and Western Wisconsin. Click here to see a list of office locations. Each Office Independently Owned and Operated". Below this are links: "Home", "Residential", "Learning Center", "About Us", "Contact". The main content area is titled "Home Search" and includes a search bar with "Edina, MN" and a "SEARCH" button. Below the search bar are links: "Save Search", "Home Finder Email Alert", "Map View". The search results are displayed in a list view. The first result is a single family home at 6320 Ridgewood Dr, Edina, MN 55439, priced at \$399,900. The second result is a single family home at 3920 W 44th St, Edina, MN 55424, priced at \$399,900. The page also includes a map view of the search results and a section for "Additional Listings".

The display gives you the option of a list or map view. It is clear and easy to use and provides the option to further define your search with input fields on the left of the screen.

## RE/MAX Franchise – Full Listing Detail

If you opt to see full listing detail, the following page is displayed.

Single Family in Edina  
6320 Ridgeview Dr, Edina, MN 55439  
**\$399,900**

**Listing Details**

<b>Property Details</b>		<b>MLS Number</b>		3034555	
<b>Property Type</b>	Single Family	<b>Bedrooms</b>	4	<b>Bathrooms</b>	3
<b>Home Size</b>	2,070 sq ft	<b>Lot Area</b>	86 X 129.94		

**Description**  
Wonderful family home in West Edina. Recently updated kitchen, flooring, baths, bedrooms, driveway, sidewalk, etc. Close to schools, parks, and highways. Come see it today!

**Main Features**

<b>Listing Status</b>	Active	<b>Year Built</b>	1972
<b>Garage</b>	2.0	<b>Full Bath</b>	3
<b>School District</b>	Edina	<b>County</b>	Hennepin
<b>Taxes</b>	\$3,627.90	<b>Tax Year</b>	2010
<b>Rental Price</b>	\$0	<b>Zoning</b>	Residential - Single

**Additional Features**

<b>Activities</b>	Deck Hardwood Floors Tiled Floors	<b>Appliances</b>	Dryer Microwave Range Refrigerator Washer Water Softener + Dishwasher
<b>Basement Description</b>	Full	<b>Cooling</b>	Central
<b>Development Status</b>	Previously Owned	<b>Exterior Features</b>	Brick/Side Metal/Vinyl
<b>Fuel</b>	Natural Gas	<b>Garage Description</b>	Driveway - Concrete Tuckunder
<b>Heating</b>	Forced Air	<b>Lender Owned</b>	No
<b>Potential Short Sale</b>	Not Disclosed	<b>Roof</b>	Asphalt Shingles
<b>ROOM SIZES</b>	Bedroom 1: 14x12 Bedroom 2: 12x10 Bedroom 4: 10x11 Bath: 24x18 Living: 11.5x11 Family: 10x13 Kitchen: 14x11 Living: 15.5x15	<b>Sewer</b>	City Sewer - Connected
<b>Water</b>	City Water - Connected		

**Extra Features**  
Room Sizes: Living: 16.5x15

**Courtesy Of**  
Courtney Realty, Inc.

**Ask An Agent**  
Have a question? Ask a RE/MAX Agent!

Name \*  
Email \*  
Phone  
Question

**Similar Properties For Sale**

6500 Ridgeview Dr,  
Edina, MN 55439  
**\$419,000**  
4 BD | 3 BA | 2,238 sqft  
Single Family  
Edina

6315 Ridgeview Ave,  
Edina, MN 55439  
**\$399,900**  
3 BD | 3 BA | 2,143 sqft  
Single Family  
Edina

**Recent Comparable Home Sales**

View On Map

- The remax.com site links consumers to local RE/MAX broker sites to actually display the data which allows them to take advantage of IDX and broker reciprocity as noted at the top of the displayed listing.
- The listing has full IDX data.
- It has tabs to show nearby similar properties.
- It has a tab to show recent comparable properties.
- There are options for four different map views.
- You can ask an agent a question from this page.
- The site intuitively shows you similar properties for sale, which is a great feature.
- There is an option to see recent comparables

## RE/MAX – linking to a local RE/MAX broker

### *Search on Grand Island, NY*

When a consumer searches on the RE/MAX franchisor site for a listing on Grand Island, NY, the system takes the consumer to a totally different listing experience. This is a result of the local region or broker being on a different web platform. While the link to the property takes the user to the correct property detail, the consumer is forced to experience a totally different user interface from the site they started their search on. Looking at the options on the screen below we can see many nice features from saving the search to requesting an appointment; however, the interface is different, which is not ideal for the consumer.

**RE/MAX** **RE/MAX North**

Nobody in the world sells more real estate than RE/MAX  
Each Office Independently Owned and Operated

Two Locations:

In Amherst	On Grand Island
100 Sylvan Pkwy Ste 100 Amherst, NY 14228 (716) 633-1111	2423 Grand Island Blvd Grand Island, NY 14456 (716) 773-2573

(866) 642-9994 Toll Free for both locations

Buying | Selling | Agents | Sites to See | Relocation | Become an Agent | My Homefinder

**myHomeFinder**

Property Search

HomeFinder Email Alert | Save this Search | Modify Search

Map Search | Advanced Search

Search Criteria: All Property Types, Price from \$30,000 to \$500,000, Location: Grand Island, Zip Code: 14072  
Page 1 of 19 | Results: 185 | < Prev Next > Sort By: Highest price to lowest

**FOR SALE**

609 S Colony Rd  
Grand Island, NY 14072

Price: \$425,000  
Bedrooms: 4  
Baths: 2 Full, 1 Half  
Sq Ft: 1,937  
Acres: 0.22  
Year Built: 1968  
Taxes: \$7,635  
Type: Single Family  
MLS #: B365426

Virtual Tour  
Photo Gallery

Listed by Linda Kutzbach

View Complete Details  
Request Appointment  
Ask An Agent  
Add to Favorites  
Email Listing

RE/MAX North - Amherst  
100 Sylvan Pkwy Suite 100  
Amherst, NY 14228  
716-633-1111 Office  
716-689-0858 Fax

RE/MAX North - Grand Island  
2423 Grand Island Boulevard  
Grand Island, NY 14072  
716-773-2573 Office  
716-773-3790 Fax

866-642-9994 Toll Free for both locations

Contact Us | Agents Only | Site Map | Privacy Policy  
Site owned and operated by RE/MAX North | Each office independently owned and operated  
It is illegal to discriminate against any person because of race, color, religion, gender, handicap, familial status, or national origin. Equal Housing Opportunity  
Site powered by real leads® | © 2005-2010 real leads, inc. All Rights Reserved | www.remax.com

## Same RE/MAX Listing Linked Through Trulia

If we do a search on Trulia for the same listing, we find it, but if we click on the Broker Link we are taken to a totally different listing experience. Rather than connect back to the broker/agent site, the link takes the consumer to a ListHub landing page with some agent branding but very little broker branding and, again, a totally different consumer experience.


609 S Colony Rd, Grand Island, NY 14072, US
\$425,000

[Map Property](#) | [Share Listing](#) | [Ask Question](#) | [Schedule Showing](#) | [Request More Photos](#)


### Summary


Bedrooms: 4  
Full Baths: 2  
Half Baths: 1  
Style: Contemporary, Ranch, Traditional  
Sq Ft: 1937  
Year Built: 1968

### Agent Contact



Linda Kutzbach  
[Ask Question](#)  
[Schedule Showing](#)  
[Click for Phone Number](#)  
[Click to Email](#)





[Take Virtual Tour](#)

### Resources

- [View Area Foreclosures](#)
- [Search More Area Listings](#)


### Remarks

Undoubtedly one of the Prime Waterfront locations on this Island! Located at the corner of River and Melrose Canal- Near the Buffalo Launch Club. The views encompass Buffalo City Skyline and Bridge; it has 125ft of frontage on Niagara River and 76ft on the private canal/protected area where large dock is located! 4 bdrm, 2.5 bath, 2000 sqft Ranch w/vaulted ceiling, kitchen w/island, Liv rm w/stone 2 way fireplace, 3 season sun rm; lovely yard with your main neighbor being "The River"; Good design-ahead of its time-just add your own decor and cosmetics. Hidden to the street know to the Boater.

### Details

MLS#: B365426  
Price: \$425,000  
Style: Contemporary, Ranch, Traditional  
Bedrooms: 4  
Baths Full: 2  
Baths Half: 1  
Sq Ft: 1937  
Year Built: 1968  
County: Erie  
Tax Fee: 7635  
School Elementary: Kaegebein  
School Middle: Veronica E Connor  
School High: Grand Island  
School District: Grand Island

### Broker Contact



RE/MAX North  
2423 Grand Island Boulevard 2423 Grand Island Boulevard  
Grand Island, NY, 14072 US  
Margaret Eisenhauer  
[Click for Phone Number](#)  
[Click to Email](#)  
[Website](#)

Information is believed to be accurate but should not be relied upon without verification.  
Data Provided by Western New York Real Estate Information Services  
Last updated: 2019-06-23T10:48:04-04:00  
[Privacy Policy](#)

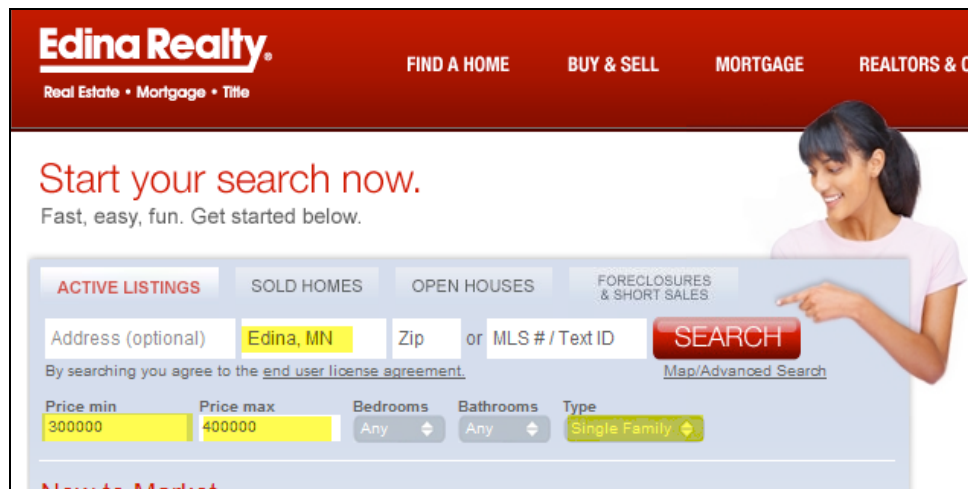


## Edina Realty (Edina.com)

Edina Realty is a HomeServices of America, Inc., company and Berkshire Hathaway affiliate. Edina Realty is one of the nation's largest full-service real estate companies with REALTORS® serving the Midwest from Fargo, North Dakota, throughout the Twin Cities, Southern and Northern Minnesota and into Western Wisconsin.

### Quick Search

The Edina search site provides a quick and easy search on their homepage as shown below.

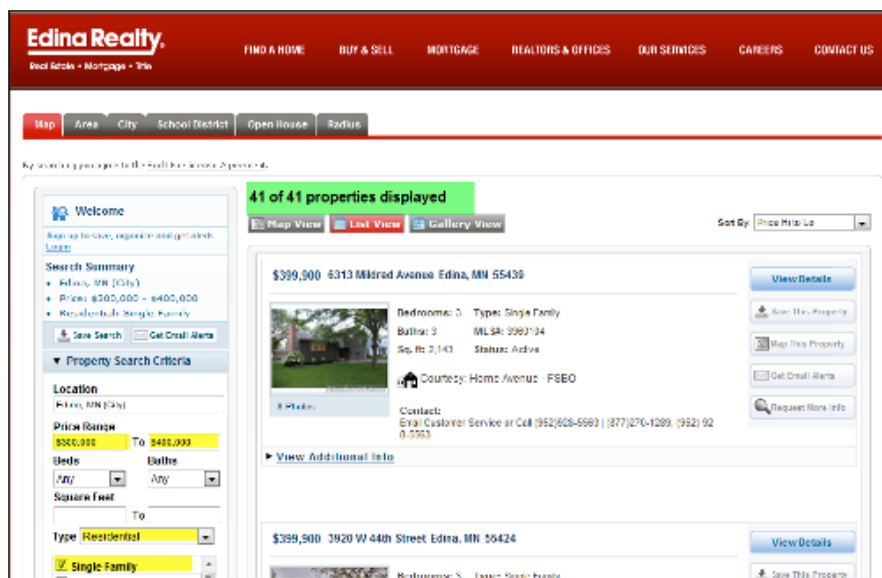


The image shows the Edina Realty homepage with a search interface. The header includes the Edina Realty logo and navigation links: FIND A HOME, BUY & SELL, MORTGAGE, and REALTORS & OFFICES. Below the header, there's a section titled "Start your search now." with the tagline "Fast, easy, fun. Get started below." A woman is pointing at the search fields. The search interface includes tabs for ACTIVE LISTINGS, SOLD HOMES, OPEN HOUSES, and FORECLOSURES & SHORT SALES. The search fields are: Address (optional) with "Edina, MN" entered, Zip, or MLS # / Text ID, and a red SEARCH button. Below the search fields, there's a link to "Map/Advanced Search". The filters section includes: Price min (300000), Price max (400000), Bedrooms (Any), Bathrooms (Any), and Type (Single Family).

When you get your search results you can still further define it through search fields on the left-hand side of the page, as seen below. In our search we found 41 properties.

### Listing Display

From this screen you can go to details, save the property, map it, schedule email updates or request more information from an agent. You also have an option of three views: a list, gallery or map.



The image shows the Edina Realty search results page. The header includes the Edina Realty logo and navigation links: FIND A HOME, BUY & SELL, MORTGAGE, REALTORS & OFFICES, OUR SERVICES, CAREERS, and CONTACT US. Below the header, there's a section titled "41 of 41 properties displayed". The search interface includes tabs for Map, Area, City, School District, Open House, and Radius. The search results are displayed in a list view. The first property is \$399,900 at 6313 Midred Avenue, Edina, MN 55430. The second property is \$399,900 at 3920 W 44th Street, Edina, MN 55424. The left sidebar contains a "Welcome" message, a "Search Summary" section, and "Property Search Criteria" including Location, Price Range, Beds, Baths, Square Feet, and Type (Residential, Single Family).

## Full Listing Display

**Edina Realty.**
REAL ESTATE, MORTGAGE and TITLE CLOSING EXPERTS  
Minnesota, Wisconsin, North Dakota and South Dakota

What's your home worth? [Contacted with an agent in your community and get a free market analysis](#)


**Property Details**
[Request Information](#)
[Schedule a Showing](#)
[Save This Property](#)
[View Saved Properties](#)

Price: **\$399,900**


**6320 Ridgeway Drive**  
Edina, MN 55439

County: Hennepin  
Beds: 4  
Baths: 1 Full/2 Three-Qtr  
Sq Ft: 2,070 (approx)  
MLS#: 3234555  
Status: Active

Wonderful family home in West Edina. Recently updated kitchen, flooring, baths, bedrooms, driveway, sidewalk, etc. Close to schools, parks, and freeways. Come see it today!



6 Photos



All Photos

[Email Customer Rating or Call \(952\) 928-5553 / \(877\) 670-1292](#)

[Request Information](#)

[Schedule a Showing](#)

Map / Directions  
Print Brochure  
Email This Property  
Send To Mobile  
Nearby Properties  
Insurance Quote

Share This Property

[Save This Property](#)

[View Saved Properties](#)

What do you think? We're always looking to improve edinarealty.com and we need your help. [Share your thoughts](#)

**Details** | **Neighborhood** | **Mortgage** | **Map** | **Walk Score (22)**

Last Update: 9/23/2018 2:30 PM

**Listing Information**

Property Type: Single Family

Bedrooms: 4  
Lot Size: 0.18 Acres  
Foundation: 1,389 Sq. Ft.

Bathrooms: 1 Full/2 Three-Qtr  
Square Feet: 2,070 (approx)  
Year Built: 1972

Finished Area: 2,378 Sq. Ft. (approx)  
Water: City Water - Connected  
Sewer: City Sewer - Connected

**School Information**

District: EDINA - 273

**Room Information**

Main Floor		Lower Floor	
Bedroom:	14'x12	Bedroom:	13'x10
Bedroom:	4'x11	Bedroom:	16'x11
Dining Room:	11'5'x11	Family Room:	16'x15
Kitchen:	14'x11		
Living Room:	18'5'x15		
Deck:	24'x10		

**Bathrooms**

Full Bath: 1      3/4 Bath: 2

**Additional Room Information**

Family Room: Lower Level  
Deck: Ext to Kitchen, Separate Formal Dining Room  
Bath Descriptions: 3/4 Basement, 3/4 Master, Main Floor 3/4 Bath, Main Floor Full Bath, Private Master

**Interior Features**

Square Footage Below / Below (approx): 1,359 Sq. Ft. Above Ground 720 Sq. Ft. Below Ground  
Appliances: Dryer, Microwave, Range, Refrigerator, Washer, Water Softener - Owned  
Flooring: Hardwood, Tile  
Cooling: Central Air  
Heating: Gas Heat, Forced Air  
Basement: Full  
Fireplaces: 2, Family Room, Living Room  
Additional Interior Features: 3 DR on One Level

**Exterior / Lot Features**

General: Attached Parking, Deck  
Parking: 2 Garage Spaces, Driveway - Concrete, Tuckunder  
Exterior: Metal, Brick, Stone, Vinyl  
Roof: Asphalt  
Lot Dimensions: 68' x 129'94"  
Zoning: Residential-Single

**Driving Directions**

62 TO TRACY AVE, SOUTH TO VALLEY VIEW, EAST TO RIDGEVIEW DRIVE, NORTH TO HOME

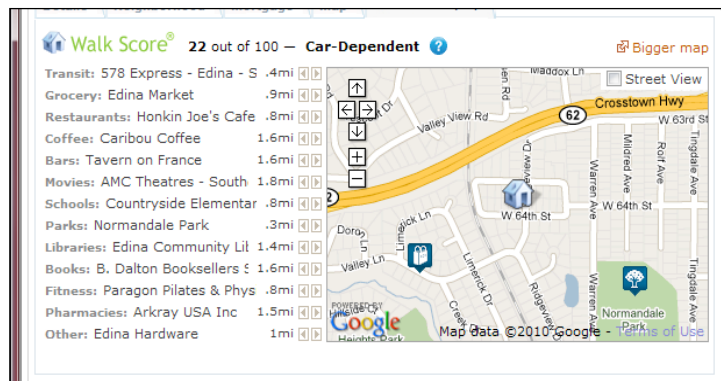
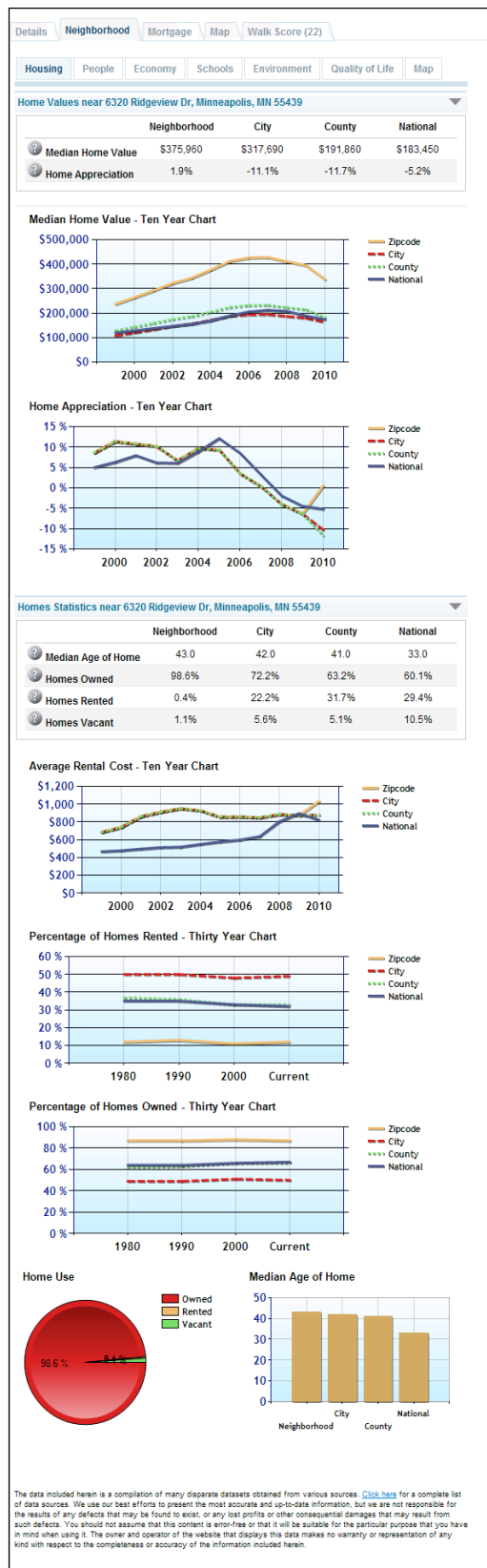
**Financial Considerations**

Assessments:	98	Tax/Property ID:	0511821118923
		Tax Amount:	\$3,627
		Tax Year:	2010

Terms: Cash, Conventional, DVA, FHA

- The Edina full listing display is one of the richer displays we reviewed.
- Features include:
  - Request more info
  - Schedule a showing
  - Save the property
  - View saved
  - Map/directions
  - Brochure print
  - Email property
  - Send to Mobile
  - Send to Facebook, etc.
  - Nearby properties
  - Neighborhood info
  - Mortgage info – payments
  - Walk Score
  - Photo viewer – slide show
  - Rooftop Geocoding
  - Parcel Lines on Map





Edina.com has done a great job of spicing up their site with nice features such as:

- Neighborhood information on home value
- Appreciation
- Vacancies
- Average rental cost
- % homes rented
- % homes owned
- Median age
- Home use

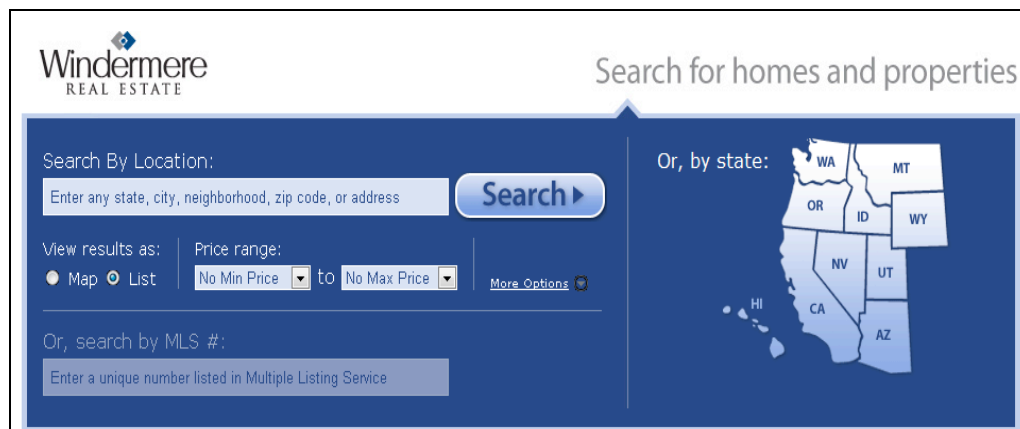
There is also a great little module that shows the “Walk Score” index for popular locations that are near to the property being looked at.

# Windermere.com

Windermere Real Estate is a leading residential real estate network in the West with more than 300 offices and 8,000 associates serving neighborhoods in Arizona, California, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Wyoming, Washington and British Columbia. Windermere has been consistently ranked as the largest regional real estate brand in the western United States by *REAL Trends*, a primary source of Internet data. According to their website, the Windermere's website ([www.windermere.com](http://www.windermere.com)) receives over two million unique visits per month.

## Quick Search

The Windermere quick search allows you to put an address in, a price range or an actual MLS number. You can also decide right in the beginning whether you want to see results in a list format or on a map.

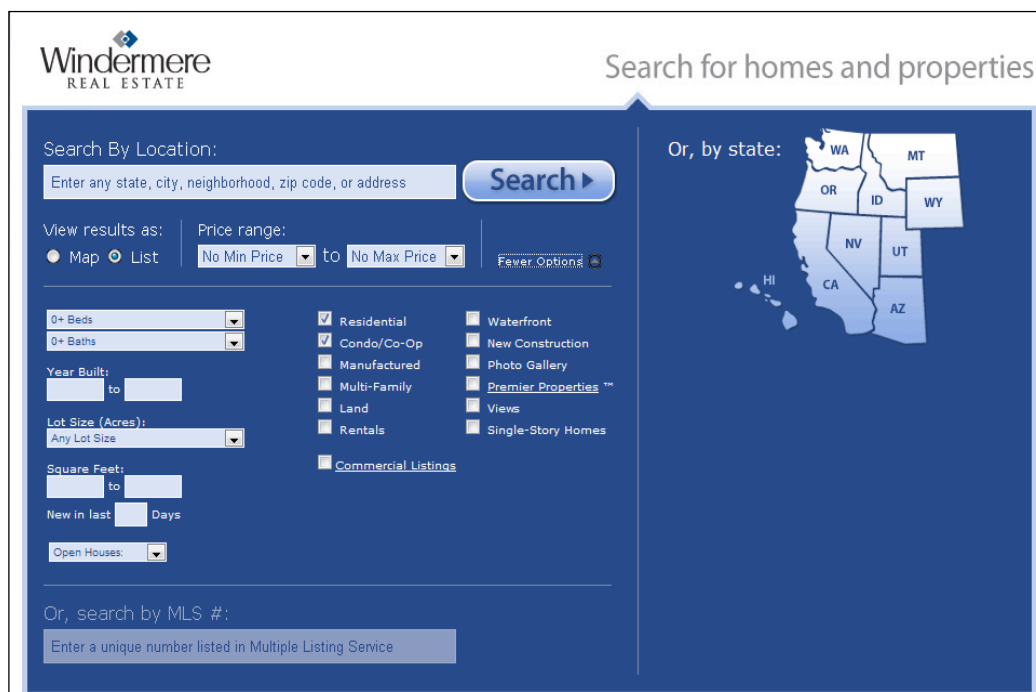


The image shows the 'Quick Search' interface on the Windermere Real Estate website. The header includes the Windermere logo and the text 'Search for homes and properties'. The main search area is divided into two sections. On the left, under 'Search By Location:', there is a text input field for 'Enter any state, city, neighborhood, zip code, or address' and a blue 'Search' button. Below this, there are options to 'View results as:' with radio buttons for 'Map' and 'List', and a 'Price range:' section with dropdowns for 'No Min Price' and 'No Max Price', and a 'More Options' link. At the bottom of this section, there is an option to 'Or, search by MLS #:' with a text input field for 'Enter a unique number listed in Multiple Listing Service'. On the right, under 'Or, by state:', there is a map of the western United States with state abbreviations: WA, MT, OR, ID, WY, NV, UT, CA, AZ, and HI.

If you select on the “more options” control it opens up this additional information.

## Expanded Search

You can limit your search by property type and a few other features like square footage. You can also look for Open House information from this screen.



The image shows the 'Expanded Search' interface on the Windermere Real Estate website. The header is identical to the Quick Search interface. The main search area is divided into two sections. On the left, under 'Search By Location:', there is a text input field for 'Enter any state, city, neighborhood, zip code, or address' and a blue 'Search' button. Below this, there are options to 'View results as:' with radio buttons for 'Map' and 'List', and a 'Price range:' section with dropdowns for 'No Min Price' and 'No Max Price', and a 'Fewer Options' link. Below these are several filters: '0+ Beds', '0+ Baths', 'Year Built' (with a range input), 'Lot Size (Acres)' (with a dropdown), 'Square Feet' (with a range input), 'New in last' (with a dropdown and 'Days' label), and 'Open Houses' (with a dropdown). On the right, under 'Or, by state:', there is a map of the western United States with state abbreviations: WA, MT, OR, ID, WY, NV, UT, CA, AZ, and HI. Below the map, there is a list of property types and features with checkboxes: Residential, Condo/Co-Op, Manufactured, Multi-Family, Land, Rentals, Commercial Listings, Waterfront, New Construction, Photo Gallery, Premier Properties™, Views, and Single-Story Homes.


The Windermere search came back with 820 matching listings. When we did the same search with Coldwell Banker Bain we only found 500. This may be due to a difference in area designations or other factors, but it illustrates once again the difficulties that consumers have in being confident they are finding accurate listing counts on these different sites.

Windermere  
REAL ESTATE

Your Search Returned 820 Listings

Displaying 1 to 10 of 820 listings

Sort By: Price Beds Baths YBT SQFT



\$400,000

0

0.00

1938

710


Capitol Hill Area Home

1145 19th Ave E Seattle , WA 98112

Listing Courtesy of: Northwest MLS / RE/MAX Metro Realty, Inc.

VIEW DETAILS

Map This



\$400,000

4

2.50

1928

1,980


West Seattle Area Home

6726 35th Ave SW Seattle , WA 98126

Listing Courtesy of: Northwest MLS / MLS4owners.com

VIEW DETAILS

Map This



\$400,000

1

1.00

1912

819

Roosevelt Area Home

6909 Roosevelt Wy NE Seattle , WA 98115

Listing Courtesy of: Northwest MLS / Infiniti Real Estate & Dev

VIEW DETAILS

Map This

CriteriaDetailsClippings

House Number

Address

City

State

Zip

Seattle

WA

\$300,000

\$400,000

☐ Waterfront

0+ Beds

☒ Residential

☐ New Construction

0+ Baths

☐ Condo/Co-Op

☐ Photo Gallery

Year Built:

☐ Manufactured

☐ Premier Properties™

to

☐ Multi-Family

☐ Views

Lot Size (Acres):

☐ Land

☐ Single-Story Homes

Any Lot Size

☐ Rentals

Save Search

Square Feet:

to

New in last

Days

Open Houses:

Search

27

When you first click on a listing and ask for detail it takes you to a more detailed version next to the list. This is a nice feature that lets you browse through the list seeing details for each listing you click on without leaving the page altogether.

- The Windermere results page has a nice list feature that lets you view details without losing the list. The consumer can easily browse through the properties by clicking on any listing.
- If the consumer wants full details, then they select “more details.”
- Listings can be sent.
- Listings can be mapped.
- Listings can be saved as clippings.
- Flyers can be viewed and printed.

## Full Listing Detail

Below is the full listing detail page.

[Search](#) | [Buy a Home](#) | [Sell a Home](#) | [About Windermere](#) | [Find an Agent or Office](#) | [Blog](#) | [myWindermere](#) [Log In](#)

[Forest, Rosewood](#) [Real Estate](#)


Search By Location:  
Enter any state, city, neighborhood, zip code, or address [Search](#)

### Ballard Area Home

848 NW Market St, Seattle WA 98107

**\$399,999**  
3 br | 1.75 ba | 1880 sqft

[Print Flyer](#) | [Save](#) | [Email a Friend](#) | [View Map](#) | [Calculate Mortgage](#)



**About 848 NW Market St**

This Ballard Bungalow is full of yesteryear, with arched entries, coved ceilings, and picture rails. Original hardwoods, wood cabinets in kitchen, and tiled fireplace in living room. Two bedrooms up, large bedroom down w/ walk-in closet, adjoining office/bonus room, kitchenette, and utility room. Wiring, plumbing, and heating systems have been updated, as well as the roof, siding, and porches. Ballard's restaurants, shops, library, ludefisk - it's all within minutes of your doorstep.

**Cumulative Days on Market:** 60

<b>MLS #:</b> 92626	<b>Status:</b> Active
<b>Price:</b> \$399,999	<b>Bed / Bath:</b> 3 / 1.75
<b>SQFT:</b> 1880	<b>Year Built:</b> 1927
<b>Lot Size:</b> 4,000 SQFT	<b>Fireplace:</b> 1
<b>Garages:</b> 1 Car Garage-Attached	<b>Roof:</b> Composition
<b>Heat:</b> Forced Air	<b>Fuel:</b> Oil
<b>Exterior:</b> Wood	<b>Taxes:</b> \$2,787
<b>Interior:</b> Bath Off Master, Dining Room, Walk-in Closet	
<b>Floors:</b> Fir/Softwood, Hardwood	
<b>Sites:</b> Fenced-Partially, Gas Available	
<b>Schools:</b> Elementary: Seattle Public Sch   Middle School: Seattle Public Sch   High School: Seattle Public Sch	

**Find Your Windermere Agent**


First Name:   
Last Name:   
[Submit](#)

**No Agent?** [Request more information](#) if you are not currently working with a Windermere agent.

**Price History**  
08/17/2010: \$399,999


**Within walking distance**

**Walk Score®**  
88 out of 100 — **Very Walkable** [Bigger map](#)



**Want to see the neighborhood?**

**Microsoft Bird's Eye View**



- Property details
- Photo display
- Price history
- Find an agent
- Map including:
  - Road
  - Birdseye
  - Aerial
  - Labels
- Walking distance locations

# Coldwellbanker.com

Coldwell Banker Real Estate, LLC, is a member of the Realogy Company. Since 1906 the Coldwell Banker® organization has been a provider of full-service residential and commercial real estate. Coldwell Banker is the oldest national real estate brand in the United States and today has a network of more than 98,000 agents working in more than 3,600 offices in 49 countries and territories.

## Quick Search

The Coldwell Banker homepage presents a simple and easy to use search screen.



If desired, the user can also go to additional search options from this screen.





## Search Results

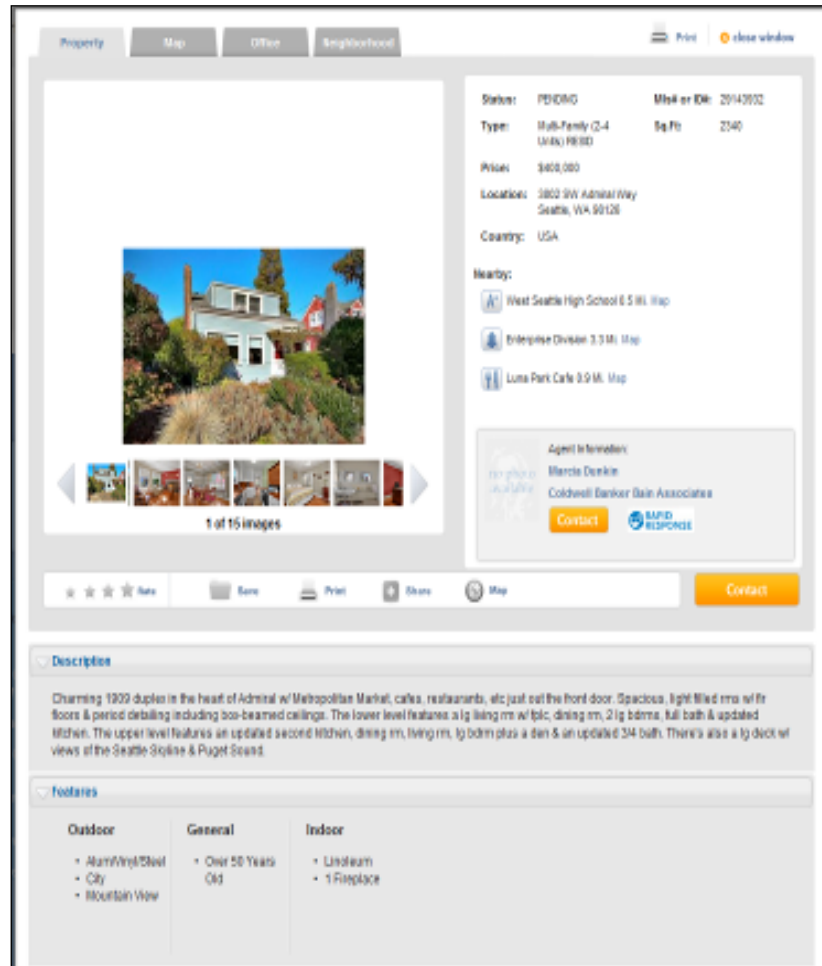
We did our search with Coldwell Banker in the Seattle, WA, area for single family homes in the \$300,000 to \$400,000 range. Our search produced 94 homes.

The screenshot shows the Coldwell Banker BlueScape search results page. The header includes the Coldwell Banker logo, navigation links (Properties, Learn, On Location™, Join Us, Home File, BlueScape™ Search), and contact information (888.308.6358, Coldwell Banker Mortgage, Comment on our new site). Below the header, there are tabs for Properties, Agents/Offices, and Saved Items (0). A search bar shows 'seattle, wa' with a 'Show Results' button and 'LIST' and 'MAP' options. A 'BlueScape™ Search' button is also present. Below the search bar, there are filters for Price Range (\$300,000 to \$400,000), Beds (Any), Baths (Any), Radius (Any), Keyword (keyword search), Show Open Houses First, Luxury Homes, and More Options (OPEN). The results section shows '94 Homes for Sale in seattle, wa' and '9,411 additional listings at our local site'. A 'Save this search' button and '\$353,295 median price for this search' are also visible. The results are sorted by Price, Location, Beds, Baths, SqFt, and Contact. Two listings are shown: 1. \$400,000, Seattle, WA, 2 beds, 2 full, 1 half bath, 1379 sqft, Laurie Way. 2. \$399,999, Lynnwood, WA, 3 beds, 2 full bath, 1564 sqft, Coldwell Banker Bain Associates. Each listing includes a photo, a brief description, and a 'Contact' button. The bottom of the page has a 'Compare Selected' button and a pagination link 'next'.

- Homes can be viewed from the list in full detail.
- Home can be mapped.
- Photos can be viewed.
- Listings can be saved.
- Listings can be shared via social network sites.
- Listings can be rated.
- Consumers can also link to the local broker site if they wish.

## Full Listing Detail

The detail page on the above listing has very scant information compared to listings that are created from full IDX data.



- Not full IDX data – limited data fields on listing
- Photo display
- Agent information
- Nearby places of interest
- Rapid response button
- Options to:
  - Rate
  - Save
  - Print
  - Share with social network sites
  - Map
- Contact

It is interesting to note that there is no link to follow to go to the “local Coldwell Banker office” where they could see complete IDX info.



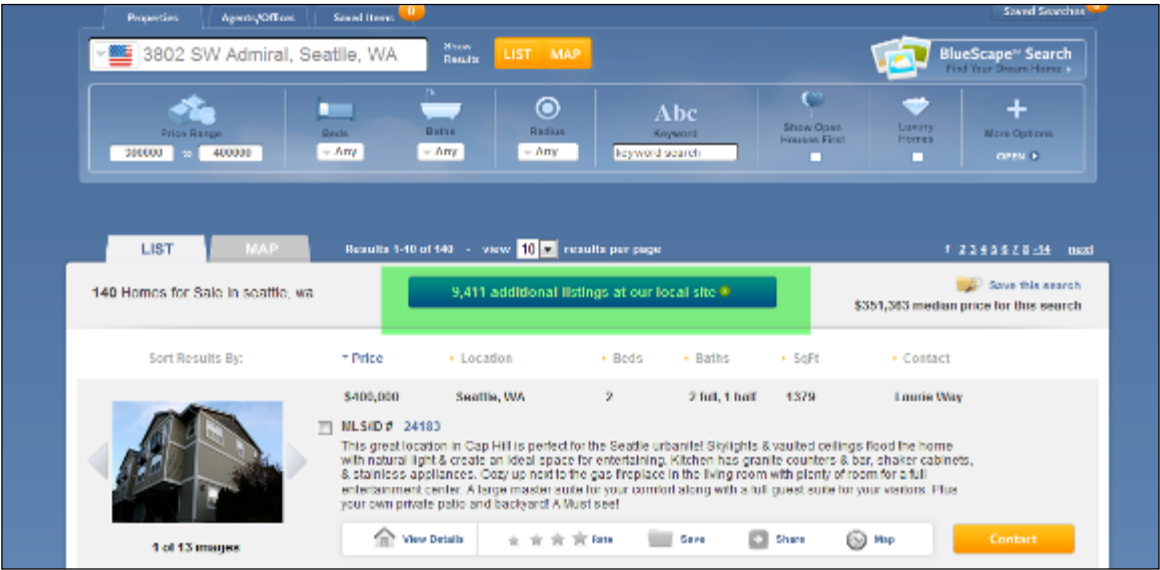
# Coldwell Banker – SEAL/BAIN

This is a Coldwell Banker website at the broker level in Seattle, WA.



There is a link to the local Coldwell Banker website on the franchise site but it is not that easy to find. It is highlighted in green on the next screen. When you do link you are able to see all of the IDX listings available through the MLS; however, the display is still in the limited format of listings manually entered on the franchise website, not the full listing detail you see if you go directly to the broker website.

# Link to the Local Site



The following listing is a Windermere IDX listing, but unlike the full detail you would see if you went directly to the Coldwell Banker SEAL/BAIN website search, this shows only the limited information available on the Coldwell Banker franchise site. The link to the Coldwell Banker SEAL/BAIN site is noted in the green highlighted area above.

## Coldwell Banker SEAL/BAIN - Full Listing Detail

View this week's  
REAL ESTATE MINUTE

[SEARCH](#)
[MY HOME PLANNER](#)
[BUY](#)
[SELL](#)
[AGENT/OFFICE](#)
[VIDEO](#)

CONTACT US

Seattle Capitol H. Office  
(206) 322-8711

[Email Listing to Friend](#)  
[Add To Favorites](#)  
[Request Appointment](#)  
[View Nearby Sold Properties](#)  
[Pre-Qualify for Home Loan](#)  
[Print Property Flyer](#)  
[Map It!](#)

Mortgage Calculator

Price: \$388999  
Down Payment: \$80000  
Principal & Interest: \$1693  
Loan Rate: 5.875  
Loan Term: 30 Years

CALCULATE

Back To Results

1200 100th PINE, Bellevue, WA 98004

MLS #: 62008  
Status: Active  
Bed: 4 Bath: 3.00

Price: \$389,999

Share: [Facebook](#) [Twitter](#)

[ADD TO FAVORITES](#)

Downtown

Listing is courtesy of Windermere Bellevue Commons.  
[View All 14 Photos](#)

4 bedrooms, 3 baths, a family room AND a den zoned for coveted Clyde Hill elementary & steps to transit setting downtown Bellevue! Regents Park is an enclave of properties situated in an incredibly private, park like setting with winding walk ways and charming front porches for each home. This townhouse boasts a vaulted ceiling, fresh paint, kitchen updates and more. Easy access to bus routes and no lawn so skip the yard work and have fun.

Disclaimer: The information contained in this listing has not been verified by Coldwell Banker Bain and should be verified by the buyer.

Listings are courtesy of NAWL S

Property Overview

Year Built: 1978  
Square Feet: 1,886  
Fireplaces: 1  
Taxes: \$4,207

Features

Deck and/or Patio  
Other Site Feature  
Territorial View

Interior

Basement  
Ceramic Tile Floor  
Den/Library/Office  
Dining Room  
Family Room/Great Room  
Master Bedroom on Main  
Utility Room  
Vinyl Floors  
Wall-to-Wall Carpet  
Baseboard Heat

Exterior

Composition Roof  
Townhouse  
Wood Exterior

School Information

District: 05  
Elementary: Clyde Hill Elem  
Jr High: Chinook Mid  
Sr High: Bellevue High

[Site Map](#)
[Terms of use](#)
[Privacy Policy](#)
[Agency Disclosure \(OR\) \(WA\)](#)
[About Us](#)
[Careers](#)

## @properties.com

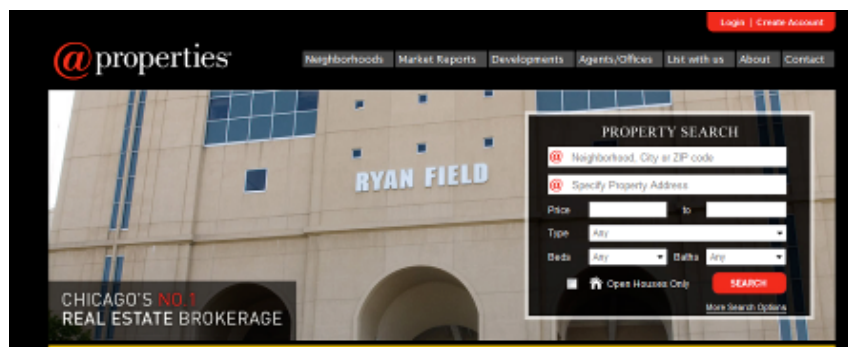
@properties was established in 2000, and in less than a decade grew from a four-person boutique brokerage firm to more than 900 licensed agents in seven office locations producing approximately \$2 billion in annual sales volume.

In addition to Residential Brokerage and Development Marketing, @properties has full-service divisions for Commercial Brokerage; Residential and Commercial Property Management; Relocation; and Foreclosures, Short Sales and Institutional Services.

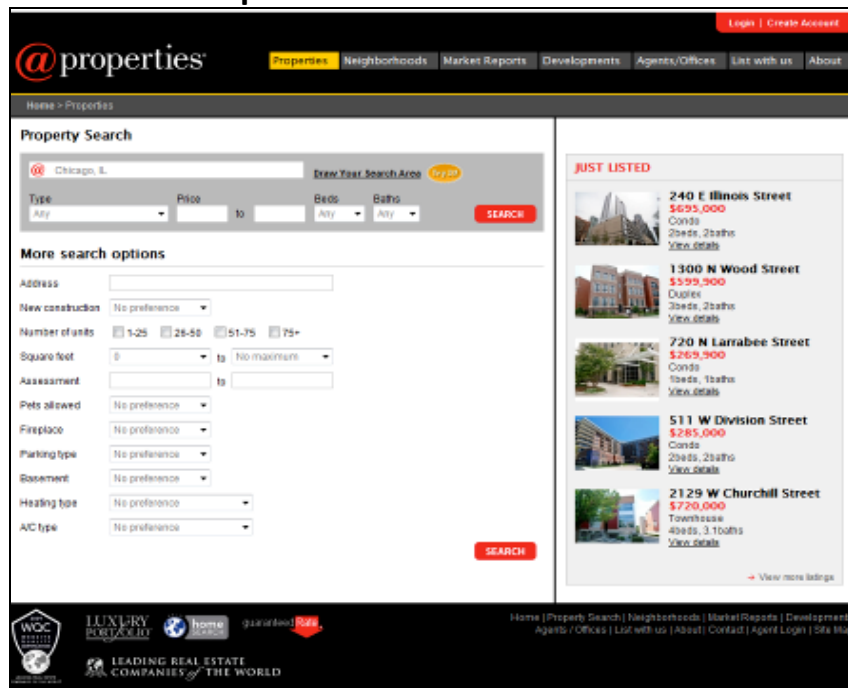
In 2006, @properties ranked number 341 on Inc. magazine's prestigious Inc. 500 list of the fastest-growing private companies in America, and in 2007 it ranked number 5 on Crain's Chicago Business Fast Fifty list of the fastest-growing companies in Chicago.

### Search Screen

The @properties opening search screen is clean and easy to use. A "More Search Options" button is also available on this screen.



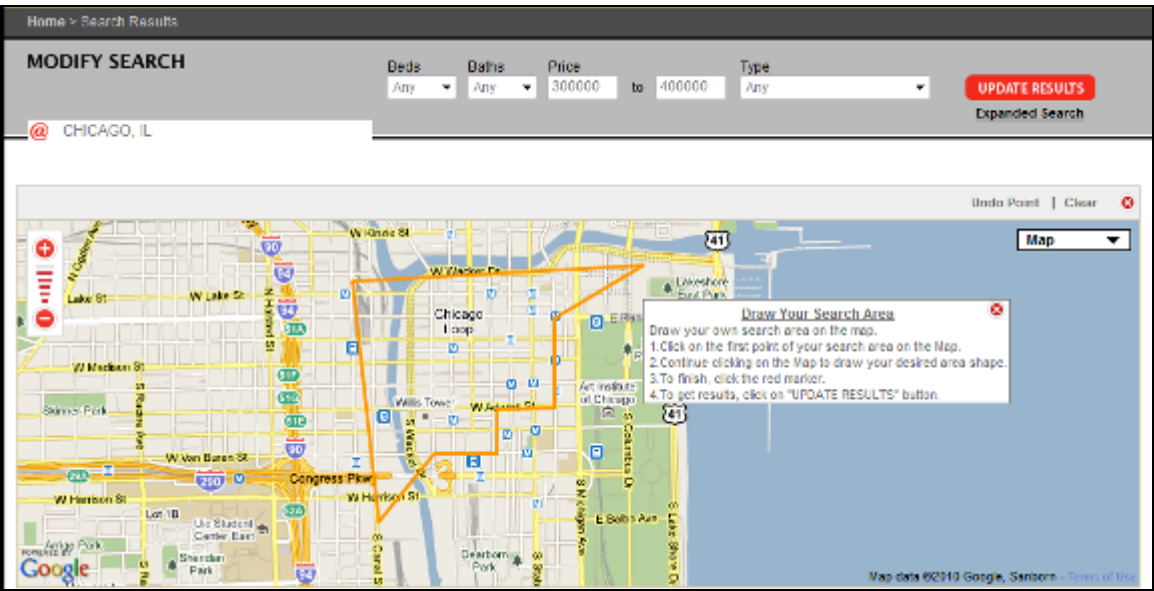
### More Search Options



If you select "More Search Options" you go to the above screen.

## Polygon Map Search

@properties offers an easy to use Polygon Map search feature like Edina.com. It was easy to use and provided the ability for users to define the area boundaries around where they want to live. We did notice that some of the properties were not aligned correctly. Rooftop geocoding would help with this.



You can draw any shape that you want to define your location search, which can be really helpful given how some areas are defined. The consumer may want part of an area, but without this type of search there may be no other way to limit the properties to the desired area.

## @property Gallery View

The @property site is very clean and nicely designed. It does a great job on the property search section. As an example, it allows you to view properties in the Gallery View, as shown below, or in a List View or on a map.

The screenshot displays the @property website interface. At the top, there's a navigation bar with links like "Home", "Search Results", "Properties", "Neighborhoods", "Market Reports", "Developments", "Agents/Offices", and "List with us". Below this is a "MODIFY SEARCH" section with filters for "City" (Chicago, IL), "Beds" (Any), "Baths" (Any), "Price" (\$0 to \$400,000), and "Type" (Any). A "94 Properties Found" message is shown, along with pagination and sorting options.

The main content area is titled "Gallery View" and shows a grid of property listings. Each listing includes a large photo, the address, price, and basic details like "Condo", "2 bd", and "2 bath". Action buttons like "Save", "Schedule viewing", "Share", "Status alert", "View details", and "Contact Us" are provided for each property.

On the right side, there's a "Larger Map" section showing a map of the search area with red pins indicating property locations. Below the map is an "AREA SCHOOL RATINGS" section listing nearby schools and their ratings.

The footer contains logos for "WQC", "LUXURY REALTY", and "LEADING REAL ESTATE COMPANIES OF THE WORLD", along with a "guaranteed Red" logo and a "Home" icon. It also includes a "Home | Property Search | Neighborhoods | Market Reports | Developments | Agents/Offices | List with us | About | Contact | Agent Login" link.



## @property List View

Home | Search Results

**MODIFY SEARCH**

Chicago, IL | Beds: Any | Baths: Any | Price: 300000 to 400000 | Type: Single Family

**656 Properties Found**

Gallery View | Map View | **List View**

**1710 N Newcastle Avenue**  
\$460,000 | 4 bd 2 bath | MLS # 07500111  
View details | Schedule viewing | Add To Favorites | Save | Share | Status alert

**1026 N Spaulding Street**  
\$399,900 | 3 bd 3 bath | MLS # 07500288  
View details | Schedule viewing | Add To Favorites | Save | Share | Status alert

**9046 S Pleasant Avenue**  
\$399,900 | 4 bd 2 bath | MLS # 07543264  
View details | Schedule viewing | Add To Favorites | Save | Share | Status alert

**1435 W Highland Avenue**  
\$399,900 | 4 bd 2 bath | MLS # 07568688  
View details | Schedule viewing | Add To Favorites | Save | Share | Status alert

**5407 S Hyde Park Boulevard**  
\$399,000 | 3 bd 3 bath | MLS # 07391385  
View details | Schedule viewing | Add To Favorites | Save | Share | Status alert

**4136 N St. Louis Avenue**  
\$375,000 | 4 bd 3.1 bath | MLS # 07460303  
View details | Schedule viewing | Add To Favorites | Save | Share | Status alert

**3749 S Hermitage Avenue**  
\$375,000 | 4 bd 3.1 bath | MLS # 07525268  
View details | Schedule viewing | Add To Favorites | Save | Share | Status alert

**5718 N Mohina Avenue**  
\$375,000 | 3 bd 2.1 bath | MLS # 07612181  
View details | Schedule viewing | Add To Favorites | Save | Share | Status alert

**2023 W Wabansia Avenue**  
\$349,900 | 2 bd 2 bath | MLS # 07382853  
View details | Schedule viewing | Add To Favorites | Save | Share | Status alert

**447 E 41st Street**  
\$349,900 | 4 bd 3.1 bath | MLS # 07526740  
View details | Schedule viewing | Add To Favorites | Save | Share | Status alert

**AREA SCHOOL RATINGS**

- Plainsville Elementary School
- Chalmers Elementary Specialty School
- King Elementary School
- Lafayette Youth High School

View more area schools

Home | Property Search | Neighborhoods | Market Reports | Developments | Agents/Offices | List with us | About

- When you get your search results in the list format you get a brief description with a map view on the right.
- You can save any search.
- You can easily set up email alerts.
- There is a nice photo viewer and slide show.
- You can schedule a viewing directly from the short view.
- You can make a property a favorite.
- You can set up a status alert for a property.
- You can send the listing to social network sites.

## @property Map View

The large Map View presents the property list below. School information is available on the right. A “compare” option at the bottom is a bit hard to find but lets the user see a vertical display of up to four properties in a traditional CMA layout.

The screenshot displays the @properties website's Map View. At the top, there's a navigation bar with links like 'Home School', 'My Favorites', 'My Saved Searches', 'My Email Alerts', 'My Account', and 'Logout'. Below this is a search bar with filters for 'MODIFY SEARCH', 'City' (Chicago, IL), 'Date' (Any), 'Price' (Any), 'Type' (Single Family), and a 'REFINE RESULTS' button. A '656 Properties Found' message is shown. The main area features a map of Chicago with property markers and a list of 10 properties. Each listing includes a photo, price, address, and school ratings. A sidebar on the right shows 'AREA SCHOOL RATINGS' for various schools. At the bottom, there's a 'Compare' button and a 'Save Favorites' section.

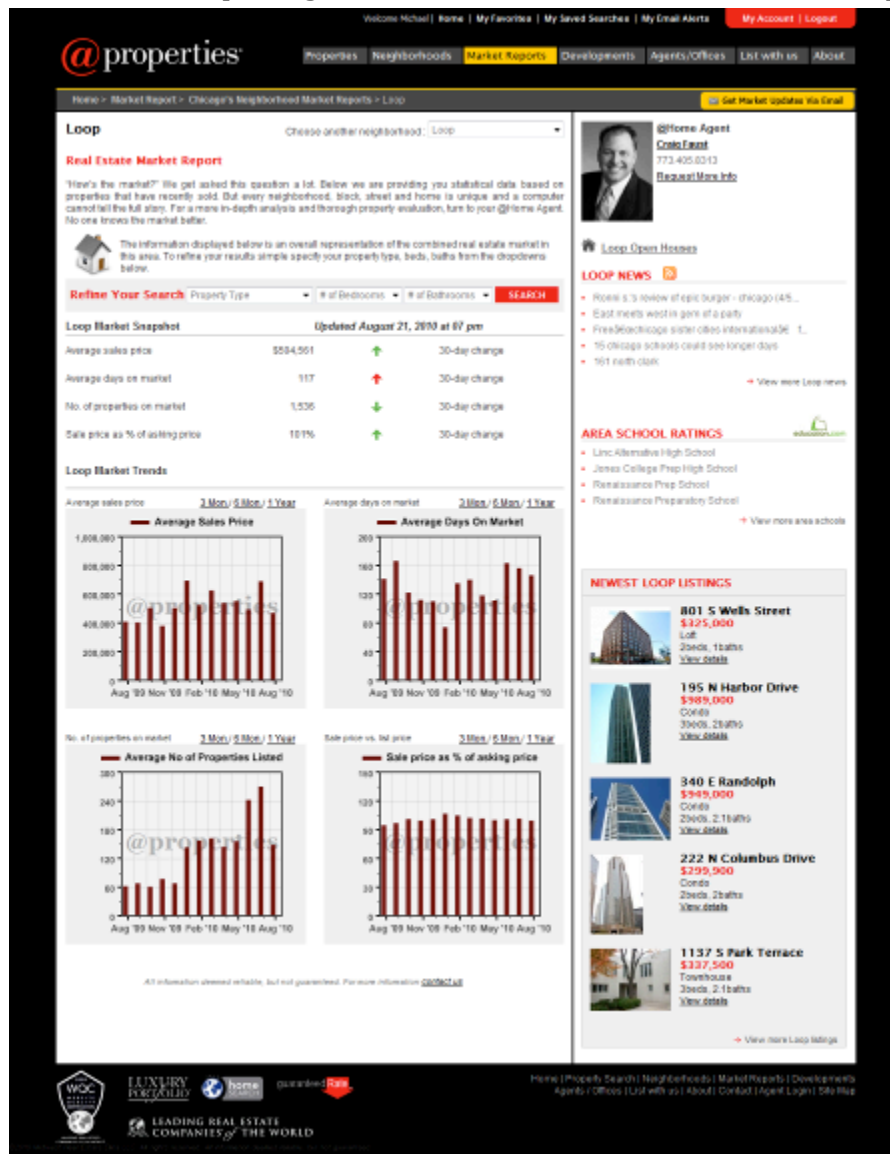
Price	Address	Details
\$400,000	1710 N Newcastle Avenue	4 b d 2 bath, MLD # 87506111
\$399,900	1026 N Spaulding Street	3 b d 2 bath, MLD # 87506208
\$399,900	9046 S Pleasant Avenue	4 b d 2 bath, MLD # 87543364
\$399,900	1435 W Highland Avenue	4 b d 2 bath, MLD # 87596888
\$399,900	5407 S Hyde Park Boulevard	3 b d 3 bath, MLD # 87391356
\$379,000	4136 N St. Louis Avenue	4 b d 3.1 bath, MLD # 87453838
\$375,000	3749 S Homewood Avenue	4 b d 3.1 bath, MLD # 87525268
\$375,000	5718 N Melvina Avenue	3 b d 2.1 bath, MLD # 87612161
\$349,900	2025 W Wabansia Avenue	2 b d 2 bath, MLD # 87302953
\$349,900	447 E 41st Street	4 b d 2.1 bath, MLD # 87626748

- At the bottom you have options to save, make favorites and compare properties.
- You have the same options on the listing display to:
  - View details
  - Schedule viewing
  - Add to favorites
  - Save
  - Share to social networking
  - Set up a status alert
  - See photos, slide show
- You can click to see area's school ratings.



## @properties Market Report

The @properties Market Report is a great feature that provides excellent market information on pricing and trends. While not a real CMA, it does provide a nice, easy to



understand snapshot of numbers like the average price, days on market and sale price to list price percentage. While the report is not based on a specific property, which would be ideal, it does let you specify property type, bedrooms and baths and the neighborhood. Ideally we would like to be able to run this for a specific property automatically, but the results are very good regardless. This report is accessible from the full listing detail or from the top menu, and updates are also available via automatic emails. We did try some areas that did not show any information available.

## @property Neighborhood Information Report

The Neighborhood Information Report is the type of information that should be on every broker website on the Internet. This simple report uses a well-worded description along with a map representation to provide background on your area of choice. In the example below they are referencing the Lake Bluff area, and on the right-hand side they include area specific news as an extra. We also like the fact that they provide access to school information on multiple pages so you don't have to search around for it if you didn't click on it the first time. Unfortunately we did not find a link to this neighborhood information on the Property Detail page or on the Market Report page. You can go to the Market Report page via a button but not vice versa. It would seem to make sense that all the information contained on the right for the Market Report should also be on this page and that you could go back and forth to both reports, but for some reason they have isolated the neighborhood reports.

## Conclusion

The online landscape for property search is constantly evolving. In order for brokers, agents and franchises to compete for consumer interest, they need to keep their heads up and look carefully at their strategy for remaining relevant online.

The biggest threat to broker and franchise websites today are third party websites like Trulia and Zillow. Today they offer consumers the most engaging consumer experience around a depth of property information. Brokers and franchisors recognized this unique online marketing talent early, and began to provide their listing content as a form of advertising to generate leads for agents. Today the leads have slowed, as these sites have become destination sites for consumers. Consumers use them as a launch pad for property search and keep returning because of the great tools and depth of information that consistently outshines even the best broker and franchise websites.

WAV Group has been consistently concerned about data quality on third party websites. They have great sites, but generally poor data quality. Our dilemma is that the consumer believes the quality is the same as a broker site; after all, the listings have the broker's name on them. Poor data quality misrepresents the seller and reflects poorly on the broker. Moreover, it begins a virus that diminishes the reputation of real estate professionals. Consider the effect when a consumer contacts an agent or broker to get information about a listing only to learn that there is a new price or that the listing has been sold.

Perhaps the most radical opportunity for franchises and brokers to compete would be to pull down their listings. As an alternative, a more realistically productive measure would be to make some strategic goals for how to reduce the property search delta between third party sites and broker and franchise sites.

Find a single source vendor who can normalize data from multiple MLSs, sold data, tax data, market data, neighborhood data and lifestyle data into one, easy to use listing detail page. This vendor should manage your listing syndication as a component to the service to insure that consumers referred from third party websites are taken directly to your listing which is presented in a superior way. Only syndicate teaser content to third party websites to lean the delta back in the direction of the broker franchise site as the richest source of listing information.