



Official Site of the  
National Association of REALTORS®

## **“FIND” -- Talking Points**

- 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®
- The success of these initiatives is reflected in the #1 position REALTOR.com® has maintained in Unique Users, User Minutes, and Pages Views -- and the REALTOR.com® iPhone app which has become one of the most popular apps in its category in the Apple app store, with over three million downloads.

### **Today REALTOR.com® has:**

- **Over 3.5 Million Current, Accurate, and Up to Date Active listings:** 72% of these MLS listings are updated every 15 minutes. All other listings are updated a minimum of once per day. Move has close to 900 individual MLS relationships and is not aware of any market area in the United States where we don't have an established data relationship with the MLS.
  - **5-6 million Sold Records per year:** Over 1.5 million sold records are from MLS sources (in which attribution is provided to both the listing and selling brokers) and the remainder of the sold records are from public record sources
  - **105 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
  - **Local Amenity locations and Information:** Places of worship, restaurants, entertainment, emergency services, banks, libraries, etc.
  - **Overlay of Nationwide Data:** Flight paths and airport noise, hurricane path and tornado records, seismic activity and flood plan data, etc.
- **“FIND” is a professional application for REALTORS® that allows MLS Members to access all this same data via a powerful, robust, and intuitive search engine**
  - Similar to the REALTOR.com® “control panels” that allow REALTORS® to access password protected portions of the REALTOR.com® site that consumers do not have access to, the FIND application gives the REALTOR® professional an unfettered, unrestricted view of all 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 (examples follow):
    - “3 bedroom Homes for sale in Berthoud with a pool between 500k and 600k”
    - “Condo in Niwot with deck”
  - The intuitive search engine and data structures in FIND automatically link separate data elements (school district boundaries and listing data) and differing nomenclature (deck – patio, porch, veranda, balcony, lanai) and different spellings (in-ground, in ground, inground) to help the professional find the data they need quickly and easily.
  - With FIND, the professional should never feel they are, with their tools, at a disadvantage to the consumer audience.
  - For additional information, MLSs may contact REALTOR.com Industry Relations at 800-878-4166.