

Case Study: Real estate websites enhance user experience and intel with data for interactive map-based visualization

Overview

For modern real estate businesses, data is a competitive differentiator. Agents and brokerages need to support homebuyers' decisions by offering information about everything from school catchment areas to neighborhood lifestyle characteristics. One firm that develops real estate websites partnered with Precisely to incorporate neighborhood, subdivision, school and demographic data into the online maps featured on the sites it provides. By giving homebuyers more detailed information, the brokerages that use this firm's services are improving their chances of success.

Business challenge

Real estate is a high-stakes business, in terms of both dollar value and impact on people's lives. Individuals' homebuying decisions may affect their children's educational opportunities, proximity to social networks, access to parks or nightlife, and many other facets of their day-to-day experience. The more they know going into a real estate transaction, the better. Successful real estate professionals know that offering homebuyers as much information as they can about a home's location is critical.

One growing technology company that specializes in providing websites to small and midsize brokerages understands that location data is a competitive differentiator in this market. The website developer was looking to improve the level of available detail within the sites it produces. It wanted the ability to illustrate on a map which neighborhood boundary a particular home falls into, identify which schools it is assigned, estimate commute times and offer other similar facts. To do so, it needed a location data partner.

Client profile

- Technology firm that develops websites and provides other services to real estate companies
- Rapidly growing business that emphasizes innovation and forward thinking



Solution

The technology company was impressed with the quality and specificity of Precisely data. As a starting point, the company licensed 5-Digit ZIP Codes, which is updated quarterly, to ensure that the most accurate zip code maps are always available via its websites.

In addition, the technology firm selected Neighborhood Boundaries, which provides accurate, polygonal data for approximately 100,000 neighborhoods in over 925 metros across 83 countries worldwide; School Boundaries, which defines local schools' catchment areas; and Context Demographics, which adds population numbers and demographic details to supplement their other data.

Online maps developed by the firm now incorporate data from all four datasets. With them, the visual representation of a property's location can display the boundary outline of the neighborhood, subdivision (if applicable) and/or assigned schools. It also enables users to refine searches based on these criteria. Search results and maps are further enhanced with demographic and other contextual information about the neighborhood, subdivision or school zone.

Benefits

Now, as an example, homebuyers in New York who are using a site developed by the real estate technology company can limit their property search to only Tribeca or SoHo. Alternatively, they can visualize which subdivisions fit within a desired school's attendance zone. They can also see supplemental contextual information from Precisely on school performance and demographics, localized weather, lifestyle factors and commute times.

The technology company's CEO is very pleased with the data his firm is incorporating into customer sites. He explains: "On a listing page, users can click on a tab to see which neighborhood, school or zip code a property belongs to, and then find out content about that area. Users don't need to go to another site to give them that information — it's all right there on our member's site. To us, that enhances the experience."

Datasets used

- 5-Digit ZIP Codes
- Neighborhood Boundaries
- School Boundaries
- Context Demographics

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— CEO, Real Estate Technology Provider