

NABOR

WINTER 2012



2011 Charlie
Award Winner

Super-powered Service Available Through **Realist**®

PLUS+

Installation Banquet

Mulligan!

Golf Tournament
a Hit on Second Try

Super-powered Service Available Through Realist®

By Ginny Cooper, Contributing Writer

“Dear REALTOR®, I’d like to move to the Boston area to be closer to my grandchildren, but I’m concerned about proximity to medical facilities. Can you find me a neighborhood that’s near both?”

~ *Grandma-Go-Getter*

“Dear REALTOR®, I’ve always enjoyed the mountains; I think I’d like to buy a mountain getaway in North Carolina. I figure this is a good time to invest in a second home, can you tell me what the trends are in western North Carolina?”

~ *Jeremiah-Johnson-Wannabe*

“Dear REALTOR®, I’ve just received a wonderful promotion—but it means moving to San Francisco! I don’t know the area and I want to make sure I buy a home in a stable neighborhood, one that’s not riddled with foreclosed properties. Can you help me find a great place to live?”

~ *Tech-No-Whiz*

“Dear REALTOR®, I’m moving to Southwest Florida this winter and I am a fishing enthusiast! Can you show me where the fish are biting because that’s where I want to live!”

~ *Lives-to-Fish*

If you’ve ever entertained questions like these from your customers and clients, you may have felt powerless to help them, like Superman in a Kryptonized office. Now, not only can you say “Yes!”, you can also produce custom, personalized reports that give a view of the market almost anywhere in the nation. Thanks to the next generation of a favorite classic—Realist® from CoreLogic®—you are now a superhero! Realist® Next Generation is an intuitive interface that seamlessly integrates data from 97 percent of all U.S. real estate transactions from county, municipal and special tax districts. Combine this advanced information network with your personal network and you can even tell that fisherman where to buy his Florida dream home.

Faster Than a Speeding Bullet

The new Realist® system allows you to search over 130 data attributes and 300 exportable fields. In the seven core areas of market analysis, market trends, custom configuration of searches and search results, user controls, marketing lists, advanced mapping capabilities and professional reports, it’s the custom configuration of searches and the advanced mapping capabilities where the Realist® Next Generation shows vast improvement over its former self. This is due in most part to the integration of the MLS data.

It’s the mapping features that provided the “Wow!” factor to



the NABOR MLS Committee, according to committee chair Rick Baranski. "This is a very robust program," observed Baranski, "and we haven't even scratched the surface of it yet! It opens up a lot of information locally as well as nationally."

Combined with CoreLogic's® MarketLinx Data Co-op program recently launched between NABOR and the REALTOR® Association of Greater Ft. Myers and the Beach (featured in the October 2011 issue of NABOR magazine), you can now provide your clients and customers with unparalleled service built on this new generation knowledge base.

More Powerful Than a Locomotive

Baranski and his committee sat in on a demo of Realist® several months ago and the consensus was "this is what we need." After seeing Realist® in action, they enthusiastically recommended the program to NABOR Board of Directors.

Bob Hewes introduced Realist® to the MLS Committee. "Bob was instrumental in bringing the idea to us. He was also influential in getting it funded. That's the hard part!" exclaimed Baranski. Although Realist® is "not inexpensive" according to Baranski, "it provides an incredible value" to NABOR members. But you will not see any increase in expenses because of the new technology; NABOR is providing it as a service to its members.

Able to Leap Tall Buildings in a Single Bound

Long the mantra of real estate sales, the "Location, Location,

Location" catchphrase easily illustrates the major benefits for REALTORS® using the new Realist® as Hewes sees them. "Realist will allow our members to provide the consumer with deeper insight regarding market trends and statistics," he explained. "The tax, MLS and community information combined with mortgage and foreclosure information will be right at their fingertips."

Hewes also considers the completely customizable search and data display functions to be a critical improvement, offering members a powerful sales tool. This information will be invaluable in compiling Competitive Market Analyses (CMAs).

Another personalized service feature that appeals to Hewes is the ability to include an Automated

Valuation Module (AVM) on a REALTOR's® own personal website. Because the Realist® database is updated daily, AVMs should be very close to real-time values.

Realist® even allows you to compute route distances and options through multi-point and one-click driving directions (leaping tall buildings is not recommended!).

NABOR phased in Realist® in mid-November, phasing out iMap the following week. A series of training sessions was made available to members so you could hit the ground running. What are you waiting for? Take the leap, try Realist® for yourself and experience the (almost) superhuman power of the latest tool NABOR offers its members.



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