RTI Realo™—Instant, Dynamic Neighborhood Demographics

Home buyers are searching for neighborhoods, not just homes. As a real estate agent, you need to provide detailed, factual information about what kind of neighborhood a residence is in. Or you need to help your clients research neighborhoods ahead of time to make their search faster and more efficient. Now you can use RTI Realo—a map-based mobile app that provides instant, dynamic, understandable information about neighborhoods anywhere, anytime—to help your clients find that perfect location.

Overview

Typical real estate listings provide details about properties. They often also include information on the local schools, crime, and other neighborhood characteristics in complicated report formats on property listings. Demographics and pricing are normally provided by arbitrary zip code or county boundaries. RTI Realo uses high-resolution data from the RTI U.S. Synthetic Household Population™ (unique spatio-demographic data developed by RTI) to estimate demographics unconstrained by arbitrary boundaries. More importantly, it provides this information in easy-to-understand graphical form.

Why You Need RTI Realo

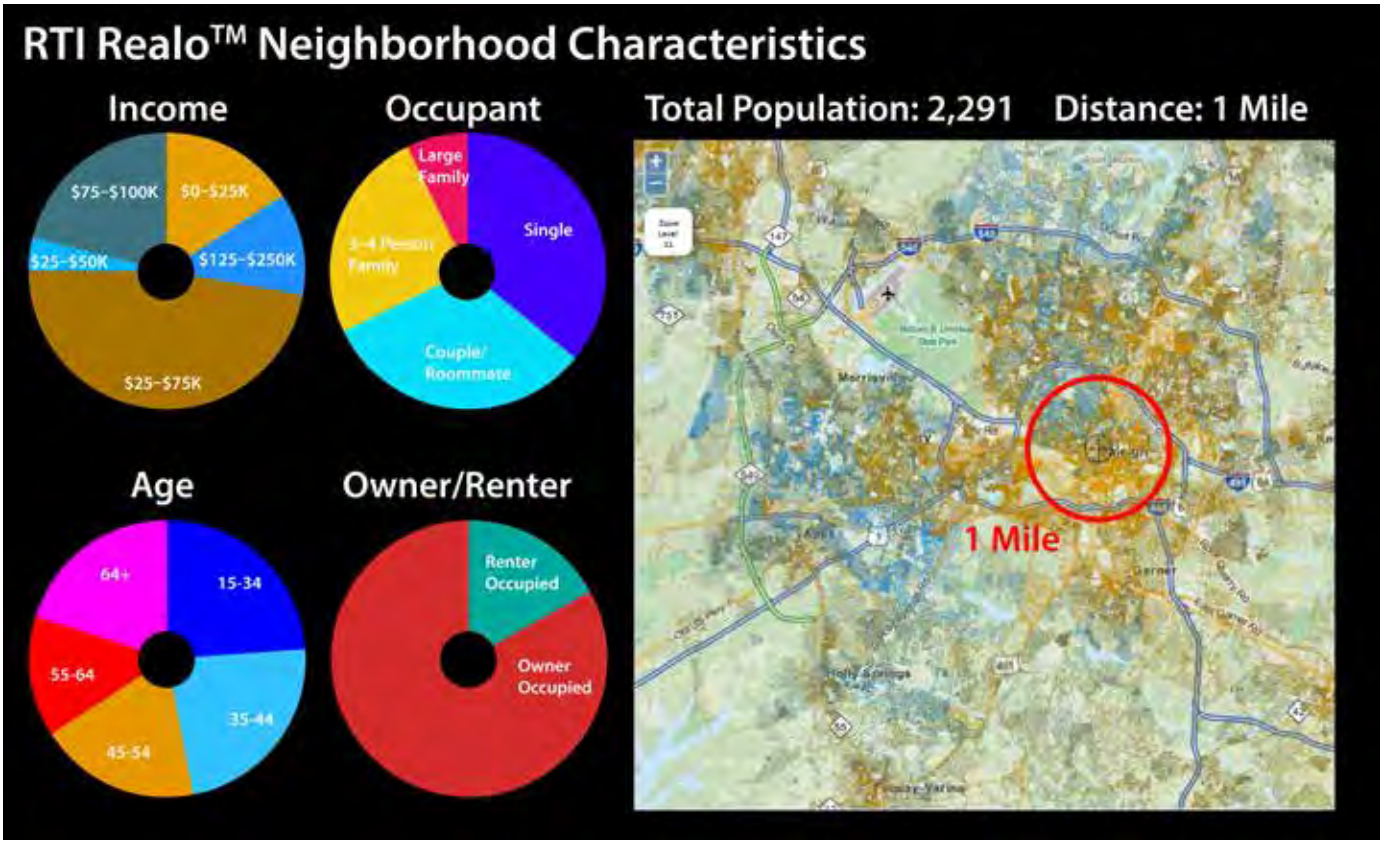
- The real estate industry is data-driven. Real estate listings and pricing data are now readily available, but many other kinds of data, such as detailed neighborhood characteristics, are not.
- Potential buyers care deeply about the neighborhoods they want to live in. Not only do they want a good neighborhood, they want a neighborhood with residents who match their criteria. Just as they have criteria for a home, they have criteria for a neighborhood.
- Currently available neighborhood characteristics provided in real estate listings do not provide demographic characteristics at a detailed level.
- RTI Realo can be used to find neighborhoods that meet buyers' criteria and to assess any neighborhood in real time in the field.

What Is the RTI Realo Advantage?

- RTI Realo is a mobile website designed to work on any device with a browser.
- RTI Realo is place-based: It knows where you are and computes demographics around you.
- RTI Realo uses our high-resolution RTI U.S. Synthetic Population data to characterize neighborhoods without the limitation of zip code or other geographic boundaries. Use the RTI U.S. Synthetic Population viewer (http://synthpopviewer.rti.org) to see the amazing detail available in this unique dataset.
- RTI Realo is easy to use and simple to understand.

How RTI Realo Can Work for You

RTI Realo is all about the details. With this convenient app, you can quickly and accurately answer one of your clients' most frequently asked questions: "What kind of neighborhood is this?" With RTI Realo, you can tell your client what percentage of neighborhood households have children under the age of six or whether a neighborhood is made of young singles and families or older empty-nesters. It will allow you to report the mix of owner- vs. renter-occupied dwellings. RTI Realo can even identify the proportion of households by income, enabling you to provide your clients with all the information they need to make a satisfying buying decision.



RTI Realo's clean mobile interface is easy to use and provides both map- and chart-based data.

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