

# House-Hunting Using “Search by Map” Can Save Lots of Gasoline

Now that the price of gas has made it very expensive to drive aimlessly around neighborhoods looking for “For Sale” signs, wouldn’t it be great to “fly” over those areas digitally and get information about each listing that way?

I acquired a license to just such a search utility a few months ago and put in on my website, [www.JimSmith.com](http://www.JimSmith.com). I wrote about it in my Feb. 1st column.

Before you buy your next \$75 tank of gas, let me share with you not only my chosen map search utility but what I know of search-by-map tools on other real estate websites.

My company-provided website, [www.homesincolorado.com/jimsmith](http://www.homesincolorado.com/jimsmith), has its own “atlas search” function which starts out with a map of the entire metro area from south of Castle Rock to north of Ft. Collins, an area with almost 45,000 listings. It can be time-consuming to zoom and pan that

map to exactly the area you want.

The advantage of the “Search by Map” function at my own website,

[www.JimSmith.com](http://www.JimSmith.com), is that the default map is a fairly tight view of the City of Golden, with icons for all the active listings. You can quickly zoom and pan this map to look at listings elsewhere.

Also, you can choose between a street map, a satellite photo, or a hybrid of the two — a satellite photo displaying street names.

As you float your pointer/mouse over the individual icons, it pops up the price, street address and exterior photo of the house, so it’s quick and easy to “drive” through a neighborhood and get such information on every single listing, regardless of price or type (condo vs. single family vs. land or income). If a listing sounds interesting, you can click on the icon and it provides additional information: beds, baths, square feet, and lot

size, with a clickable link for additional information by email.

Other players in the “search by map” function include the nation’s biggest real estate website, [www.realtor.com](http://www.realtor.com). However, their version, which you can choose over their traditional search, is not very useful at all, and requires you to do a full parameter search instead of just “driving” a neighborhood looking at all listings.

Our MLS, Metrolist, has no map search capability at all.

The “Map Search” feature on [www.remax.com](http://www.remax.com), which was introduced in February, has better functionality and gives more information than my site when you float over a listing icon or click on the icon, but it takes forever to load on both my XP and Mac computers. It starts out with a large map with too many listings and you must zoom and pan a lot (very slowly) before you get to a usefully proportioned map. This feature needs some serious work before I can recommend it.

If you know of a map search I haven’t mentioned, please tell me.

## Looking for a Few Good Real Estate Colleagues

I have decided to build a team of like-minded agents to take my business — and theirs — to the next level, and since I have many agents among my readership, I’m going to share my plans in this space.

I’m using the word “team” here because that is the model which works within an existing real estate company, such as RE/MAX Alliance. However, I am also considering whether this team needs to be created within a different context. All options are on the table.

My concept depends on great selectivity of the agents who will be on the team. This will have to have at least two years’ experience

and be top producers. They need to be home-based and to have the tools, knowledge and commitment to do the kind of high-level marketing of their listings that I do. I’d like them to have a neighborhood, as I do, in which they specialize successfully.

They must be values-driven real estate professionals, with a demonstrated commitment to high values and ethics. They must also demonstrate a strong environmental consciousness. Having earned the eco-Broker designation (which I’m working on myself) would be a definite plus.

If you believe you might fit on this team, please contact me for additional info and an interview.

### REAL ESTATE TODAY



By JIM SMITH,  
Realtor®



**Jim Smith**

Broker Associate

**RE/MAX Alliance**

*Each Office Independently Owned & Operated*

**303-525-1851** [jimsmith@remax.net](mailto:jimsmith@remax.net)

See all Jim’s listings at [www.JimSmith.com](http://www.JimSmith.com)

