



Walk Score Integration with MLS

02.04.11

The value of information. The power of insight.



METROLIST

Walk Score Integration with MLS

- Introducing Walk Score ratings to Realtors
- Effective implementations for Walk Score ratings in the Multiple Listing Service (MLS)
- Adoption of walkability ratings and factors
- Buyers and Sellers benefit from Realtor expertise



Introducing Walk Score to Realtors

- Among the first MLS providers nationally to integrate Walk Score
- Metrolist, regional Colorado MLS, introduced Walk Score in 2008 on its public website Recolorado.com and in the MLS system
- Ongoing outreach and education efforts



Automatically Display Ratings with Listing

- Initially made available as a data point only
 - Public website, REcolorado.com, leading real estate website available to consumers
 - MLS system, PrimeAccess, comprehensive listing data for real estate professionals
- Exposure to Walk Score ratings as they apply to a specific property
 - What will buyers want to know?



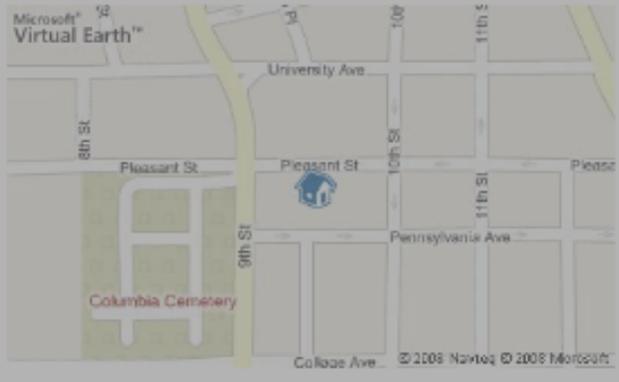
Displaying Property: 6 of 200

Select | Show All | Hide Details | Listing Detail | Listing History | Public Records | Photos

Address: 936 Pleasant St BOULDER, CO 80302
Property Type: Residential
Status: Sold
Price: \$400,000



Instant
 Open Transaction
 Learn more



Common

Area: BOU Boulder
Sub Area: CAPITOL HILL
Style: Ranch/One-Story
Unincorporated:
Taxes: \$2,148
County: Boulder
Total HOA Fees: \$0
Fee Quoted:
Disclosures: Learn more
Walk Score: 91

Architecture:
Year Built: 1910
SqFt: 972
Car Storage: Garage, Detached
Car Spaces: 1
Bedrooms: 3
Bathrooms: 1

Elementary: Flemons
Junior High: Manhattan
Senior High: Boulder

SqFt & Living Space



Find A Home >> Search Results >> Property Detail



Address:
3106 FRANKLIN ST
DENVER, 80205

Price: \$304,500

Walk Score: 71

Photos:



[View Map](#)

Description:

AIR CONDITIONING-CENTRAL, BURGLAR ALARM, CEILING FAN, CABLE INSTALLED, CORNER, DOUBLE PANE WINDOWS, DRYER, DISPOSAL, DISHWASHER, FORMAL DINING, FENCE(D), GARDI
GARAGE DOOR OPENER, MASTER BATHROOM, MICROWAVE OVEN, PATIO, REFRIGERATOR, REMODELED, SELF-CLEANING OVEN, UPDATED, WASHER, WINDOW COVERINGS, WOOD FLOORS,
WALL CARPETING

Public Remarks:

DARLING UPDATED VICTORIAN, LRG PRETTY CRNER LOT W/SOUTH EXP, TERRIF COND,RMD KITCH,FUN PATIO,LRG BKYRD,2 UPDATED FULL BATHS,GRT MSTR,LNDRY ON UPPER LEV,NEW :
GAR,NEW WINDOWS,NEW ROOF,CNTRL AIR,SURROUNDED BY BEAUT PARKS,MINS FROM DNTWN,LIGHT RAIL!

Property Type: RESIDENTIAL





Walk Score®

Find a Walkable Place to Live.

[Cities & Neighborhoods](#) | [Why It Matters](#) | [How It Works](#) | [Walk Score On Your Site](#) | [Blog](#)

Type an Address:

Go

Walk Score

94

Out of 100

Walker's Paradise

1075 Washington St Denver

f Like

4K

Share

Overview

More Amenities

Your Commute

Capitol Hill

Restaurants

Seoul Food 0.13mi

Coffee

Penn Street Perk 0.26mi

Groceries

Whole Foods 0.16mi

Shopping

Rising Sun Oriental 0.24mi

Schools

Connections Academy 0.27mi

Parks

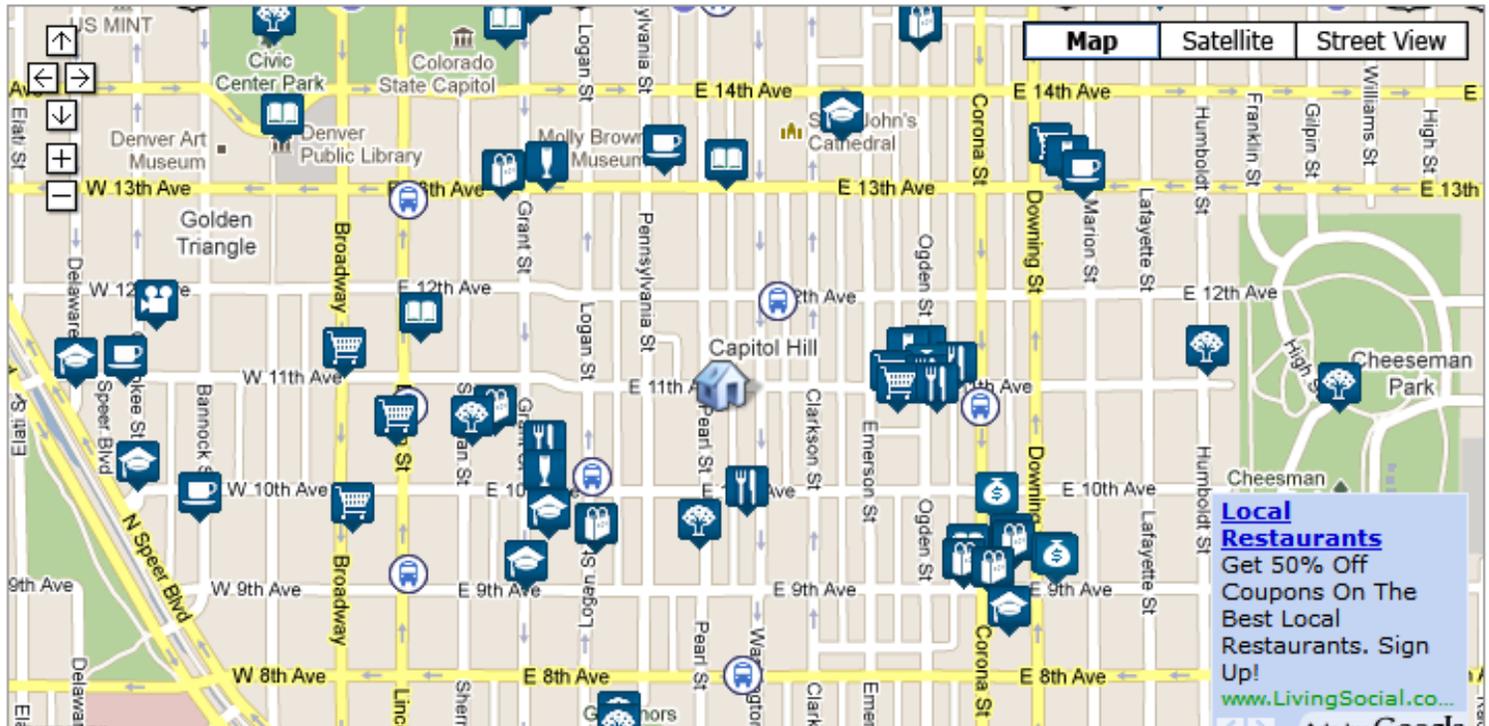
Quality Hill Histor 0.17mi

Books

Kilgore Used Books 0.23mi

Bars

The Park Tavern & R 0.18mi



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METROLIST

Type an Address:

Go

Walk Score

94

Out of 100

Walker's Paradise

1075 Washington St Denver

Share

Overview

More Amenities

Your Commute

Capitol Hill

Neighborhood	Score
1 Lodo	97
2 Golden Triangle	96
3 Capitol Hill	92
4 Cherry Creek	90
5 City Park	90
6 Baker	89
7 Five Points	85
8 Alamo Placita	85
9 Jefferson Park	75
10 Highland	74
11 University	73
12 Central East Denver	72
13 Northwestern Denver	69
14 Washington Park	69
15 Park Hill	65
16 Central West Denver	64
17 Southeastern Denver	63
18 Northern Denver	61
19 Southwestern Denver	54
20 Gateway-Green Valley	34
21 Stapleton	30

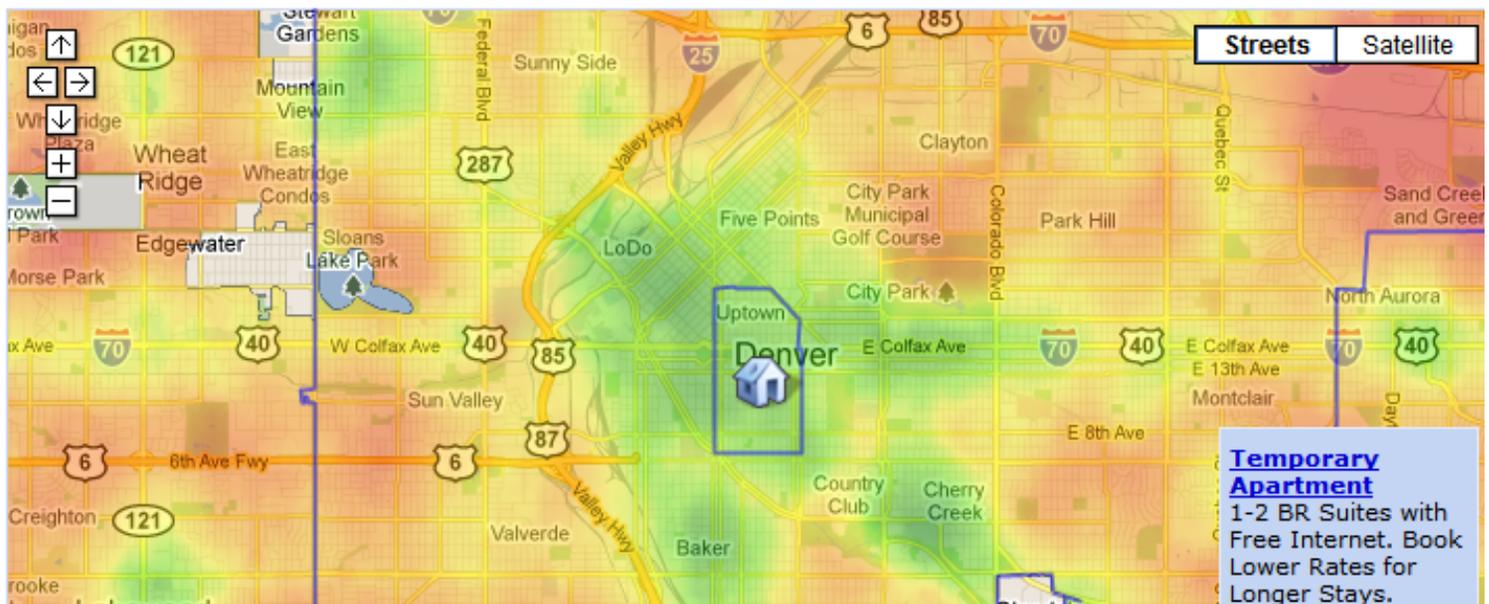


#3 Capitol Hill

Walk Score: 92

Population: 18,741

Walk Score Distribution



Streets Satellite

Temporary Apartment
 1-2 BR Suites with Free Internet. Book Lower Rates for Longer Stays.



Using MLS Tools to Find Walk Score Ratings

- Next step, make it searchable
 - How can I find listings that have Walk Score ratings within a specified range?

Additional

Walk Score:
(e.g., 35 or 35-45 or 45+)

Map What's this?

Advanced

Available	Selected
Additional Terms	Fin SqFt
Addnl Sold Term	Price
Address	Property Type
Architecture	SqFt Range
Avg Utilities	Status
Basement	Style
Bed/Bath by Level	Sub Area
Builder	Walk Score
Buyers Broker Paid By	Year Built
Caveat Date	Zip

Fields: Frequently Used All

Apply Cancel

http://www2.metrolist.com/public/training/pa_demo_walk_score/pa_demo_walk_score_skin.swf

Get the Word Out!

- Coordinate communications with Realtor Associations
- Provide information via MLS channels
- Help Realtors understand the value



Quick Facts

- Metrolist has approximately 60,000 API calls per day
- About 1% of all MLS searches included Walk Score ratings in their criteria per year
 - There are almost 20 million searches conducted each year
- Walk Score now has over 6,000 partner sites



Benefits

- Realtors can best serve buyers looking for a specific lifestyle from their home search
- Savvy Realtors can tout the advantages of a home's access to nearby amenities and proximity to mass transit
- Over time, accumulated data may be linked to home values, days on market, sold to original cost comparisons, etc.



Realtors in Action

“A couple of years ago I had never heard of a ‘Walk Score’. Today it has become a key ingredient in the home purchase for many Buyers of Boulder CO Real Estate.”



*Greg Smith
Boulder, CO*

Realtors in Action

“Most home buyers are concerned about how big a home is, or how many bedrooms or bathrooms it has. But with today's new focus on green living, urban efficiency and simplification a home's Walkscore is also important to consider.”



*Stuart Dobson
Boulder, CO*

Realtors in Action

“The new trend for searching for homes especially in the urban areas, is the Walk Score. This new information is provided through the MLS system and gives each buyer the ability to see the close proximity each home is to retail, restaurants, parks, and whether or not a car is needed on a daily basis.”



*Joan Cox
Denver CO*