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

Address: 936 Pleasant St
BOULDER, CO 80302

Property Type: Residential
Status: Sold
Price: $400,000

Area:
Sub Area:
Style:
Unincorporated:
Taxes:
County:
Total HOA Fees:
Fee Quoted:
Disclosures:

Walk Score: 91

Architecture:
Year Built:
SqFt:
Car Storage:
Car Spaces:
Bedrooms:
Bathrooms:

Elementary:
Junior High:
Senior High:

The value of information. The power of insight.
Description:
AIR CONDITIONING, CENTRAL, BURGLAR ALARM, CEILING FAN, CABLE INSTALLED, CORNER, DOUBLE PANES WINDOWS, DRYER, DISPOSAL, DISHWASHER, FORMAL DINING, FENCE(D), 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 EXPOSURE, TERRIfIC COND., RMD KITCH, FUN PATIO, LRG BKYRD, 2 UPDATED FULL BATHS, GRAND MASTER, LNDRY ON UPPER LEVEL, NEW GRESST, NEW WINDOWS, NEW ROOF, CONTROL AIR, SURROUNDED BY BEAUTIFUL PARKS, 2 MINS FROM DOWNTOWN, LIGHT RAIL.
Walker's Paradise
1075 Washington St Denver
Walk Score 94
Out of 100

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
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?

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