

ds **SearchAgent** LITE



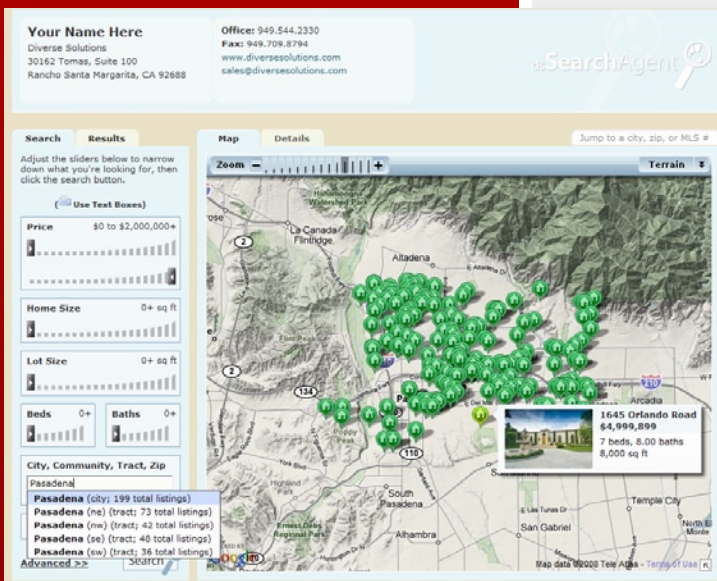


## Introduction

Diverse Solutions' dsSearchAgent IDX program was created out of a need for agents and brokers to have a superior public-facing property location system. Previous technologies by other companies attempted to address such a desire, but different shortcomings in each solution prevented it from becoming the de facto product in any given market. Given the radically changing web landscape and the massive increase in buyers turning to the Internet to find a home, we took on the tremendous task of developing an application to serve the needs of everyone involved.

What we came up with is unique in so many ways. With our detail-oriented staff of software engineers, we were able to produce something that addresses every issue that other IDX programs have and create a feature set that overcomes even the largest real-estate search sites on the Internet today. Our IDX solution, which makes an interactive map onto which properties are plotted the central focus point, is blazingly fast, incredibly flexible, extremely simple to use, and is even powerful enough that many agents have told us that they use our solution instead of their MLS's own search capabilities.

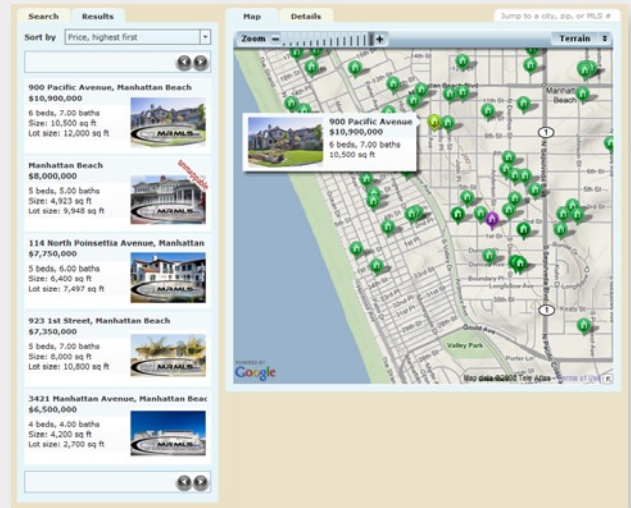
Our forward facing search for buyers (and even agents) leaves nothing to be desired. Visitors can search for properties by just dragging and dropping different elements on the web page and by interacting with the map. Every search that a visitor makes is returned instantly, and the matching results are displayed on that same page without reloading; essentially, there's just no need to wait. Each individual property, whether on the map or listed in the search results section, can be clicked on to instantly switch the program from the map tab to a full-featured property details tab. On it, the visitor will find all of the information about that property as well as a contact form, a mortgage calculator, a mini-map, school and community information, and so much more.



## What Makes dsSearchAgent Unique?

### Cutting Edge Interface

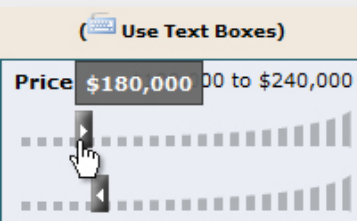
We have used the most advanced programming techniques to date to ensure that everything a visitor does is responded to instantly. In fact, we were able to speed things up so much compared to other IDX providers that we were able to combine the entire property search experience seamlessly onto a single page. While it is still a web page in nature, it performs very much like a desktop application that is already on your computer. dsSearchAgent uses a multi-tab interface to allow visitors to quickly flip back and forth between the search panel and the results panel and the map panel and property details panel. This approach entirely eliminates the cumbersome multi-page search interface that all other IDX providers have.



## Searching

### Search Criteria Input

Instead of overwhelming visitors with a sea of textboxes, checkboxes, and city selection dropdowns, we choose to keep things simple yet powerful. By default, dsSearchAgent presents visitors with a number of different “sliders” that visitors



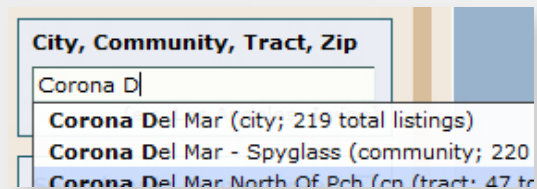
can drag and drop with their mouse to narrow down their search. Visitors are also given the option to instead use textboxes to input their search information if they so choose.

### Search Within Map Area

It's often more convenient to search for properties within a map area instead of searching within the confines of a certain city, neighborhood, or other location. With dsSearchAgent, visitors can create their search criteria and then place a check in the checkbox to search only within their current map view. Visitors can also search within certain parts of cities, tracts, neighborhoods, communities, or zips by specifying that criteria in addition to this option. Using this feature is especially helpful with larger cities, cities with differing tax rates, or when visitors want to search for properties close to a certain school or employer.

### Auto-Complete Locations

While other IDX providers use clunky drop down menus and large multi-select boxes to let visitors select the cities, we implemented a location search box that will instantly show the matching cities, communities, tracts, neighborhoods, and zip codes as soon as a visitor begins to type. Visitors can then continue typing while looking at the suggestions, or they can use their mouse or keyboard to select one of the locations in the auto-complete box. This approach allows visitors to find properties in certain areas very quickly.



Search only in map area

## Advanced Search

In an effort to curb the clutter that practically defines every other IDX solution, ds-SearchAgent presents each

visitor with a very clean-looking interface that highlights the search options that are most often used and hides the others. To access the more advanced options, a visitor only needs to click on the "Advanced>>" link. In the advanced search panel, visitors will find the ability to search for properties by days on market, year built, and MLS number, as well as be able to choose what property types they are looking for and what features are important to them.

[Advanced >>](#)

Search

## "Quick Find" Search Box

Sometimes visitors just want to quickly jump to a particular city or zip code within the map, or they already know the MLS number of a listing that they liked before. Using the "quick find" search box at the top-right of the map, a visitor can simply start typing the name of a city or zip code or the start of an MLS number, find what they are looking for in the auto complete drop down box, and hit enter. Without leaving the page, the visitors map will instantly zoom into the desired city or zip; if they entered an MLS number, the property will be instantly loaded in the "Details" tab.

Press enter when finished

Rancho

Rancho California (city)

Rancho Cucamonga (city)

Rancho Dominguez (city)

Rancho Mirage (city)

Rancho Palos Verdes (city)

Rancho Santa Margarita (city)

## Viewing Results

### Mapped Results

Once the number of properties that match the search criteria (if any) is low enough and the visitor has zoomed in enough, the properties will be placed on the map for visitors to either hover over for a quick preview or click on to take them to the full details page. The color and style of each property's marker indicates whether they have clicked on it visited before (dark green), whether the agent or office holds the listing (red or dark red), or whether it is the currently selected property (purple). A full legend and help system is available to describe how the map works and what the different markers mean.



## Returned Results

After a visitor specifies the criteria they are looking for in a home and clicks the "Search" button, they are, instantly, taken to the results of their search on the results tab. The results are cleanly laid out with each listing displaying a thumbnail photo and the property's primary information. Viewing the next page of results is quick and easy; clicking on the "Next" or "Previous" links makes the results smoothly scroll to the desired page.

## Instant Sorting

Once a search has been performed and the results displayed, the visitor can quickly change the ordering of their results. By changing the "Sort by" drop down box, they can reorder the properties so that those with the largest lots are first, the newest properties come first, the most recently updated properties come first, or any number of additional sort options. Sorting, similar to everything else, is performed in real-time and is completed instantly.

Search Results

Sort by Price, highest first

923 1st Street, Manhattan Beach  
\$7,350,000  
5 beds, 7.00 baths  
Size: 8,000 sq ft  
Lot size: 10,800 sq ft

Palos Verdes Estates  
\$7,250,000  
5 beds, 5.00 baths  
Size: 10,000 sq ft  
Lot size: 30,662 sq ft

1714 West Oceanfront, Newport Coast  
\$7,199,000  
5 beds, 5.00 baths  
Size: 3,574 sq ft



# Property Details

## General Info and Photo Slideshow

For every property that has more than one photo, a Flash® photo slideshow is displayed. The speed and transition at which photos are shown is perfect for visitors, and its automatic play and pause functionality allows them to effortlessly view all of the photos without touching anything. Additionally, visitors can click the "View Full Size Photos" link to view the original photos provided by the MLS.

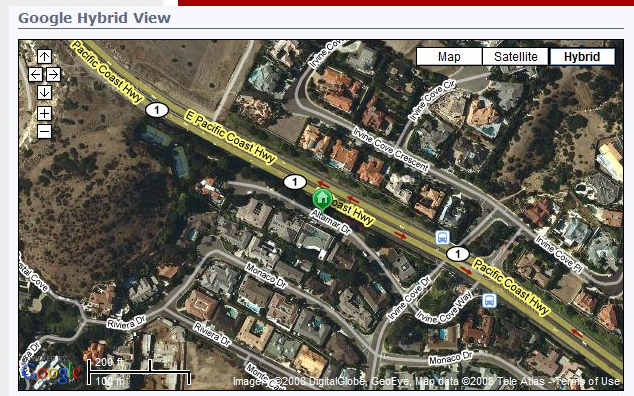
All of the standard property information is well organized and easily available as soon as a property is loaded. Not only can visitors quickly find what they are looking for, but they can also print the listing (along with a small map), view a PDF for the listing, contact the agent about the listing, share the property with a friend via email, and bookmark the property in their browser's favorites. They can also view any virtual tours available for the property or add the property to their dsSearchAgent favorites.

<b>Price</b>	<b>\$21,500,000</b>
<b>Beds</b>	5
<b>Baths</b>	6.5
<b>Size</b>	n/a
<b>Lot Size</b>	n/a
<b>Year Built</b>	2007
<b>Days on Market</b>	163
<b>Listing Updated</b>	01/30/08
<b>MLS Number</b>	U8000471
<b>Property Type</b>	Single Family Residence, Residential
<b>Community</b>	North Laguna
<b>Tract</b>	Irvine Cove (ic)

Never before has such a distinguished residence been offered within Irvine Cove. Sculptural forms, disappearing walls of glass, and graceful arcing lines give movement to the structure creating a dynamic interplay between interior and exterior spaces as well as the ocean views beyond. A perfect complement to its setting, this captivating design is an impeccably merged composition of materials, spaces and light. One of the best views in this area.

## Google Hybrid View Mini-Map

The mini-map module provides powerful functionality for visitors to keep them engaged. The map allows visitors to explore the property in more detail without flipping back to the map tab or losing their search.



## Mortgage Calculator

The mortgage calculator is automatically set up for each property to calculate a mortgage payment based on a 20% down payment and a fixed mortgage rate that is easily adjustable in the admin area. The calculator itself works instantly, meaning that visitors don't have to wait even a little bit before they find the result.

## School and Community Info

With relevant community information being so important to prospective buyers, school and community information is paramount to the sale of any property. dsSearchAgent satisfies this need by providing a wealth of information on the local schools, demographics, crime, housing stats, family facts, education, economy, health, climate, and even local stores and restaurants. Visitors get everything they need to know from a single spot.

<b>Mortgage Calculator</b>	<b>School and Community Info</b>
Loan Amount: \$21,500,000	School Info (opens in popup)
Down Payment: \$4,300,000	Neighborhood Info (opens in popup)
Interest Rate: 6.25%	Stores and Restaurants (opens in popup)
Term: 30 yr fixed	
Calculate Payment	
Est. Monthly Pmt: \$105,903	

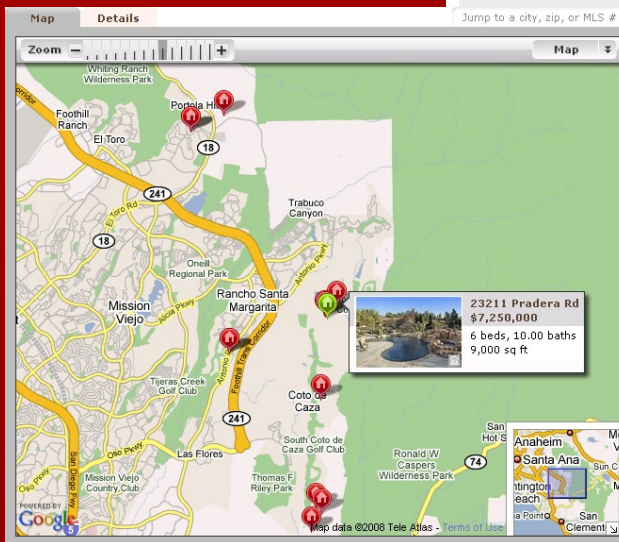


## Contact Form

The contact form built into each property details helps convert the visitors into leads. In just a few quick seconds and without leaving the page, the visitor can put in their email address and any other information they wish and instantly let the agent know that they are interested in a particular property. Once the submission is complete (less than a second), they are notified that an agent will get back to them; they can then continue uninterrupted with their search.

Details	Maps	Tools	Contact
* = required field			
<b>MLS Number</b>	U8000471		
<b>Address</b>	2555 Altamar Dr Laguna Beach, CA 92651		
<b>* Your Name</b>	<input type="text" value="Henry McCoy"/>		
<b>* Your Email</b>	<input type="text" value="hccoy@diversesolutions.com"/>		
<b>Your Phone</b>	<input type="text" value="555-867-5309"/>		
<b>Schedule a Show Date?</b>	<input type="text" value="7/15"/>		
<b>Questions / Comments</b>	<input type="text" value="I'd like to see this house as soon as possible. Thanks!"/>		
<b>Send</b>			

## Agent and Office Featured Property Links



dsSearchAgent Lite includes pre-built links for every single agent and office / broker in the MLS that allow those agents and offices to show their website visitors all of the properties they hold the listings for. Commonly referred to as "featured properties," these pre-made IDX search links that can be framed into any website create a useable interface that allows website visitors to easily peruse the agents' or offices' listings. Visitors can interact with and discover more information on any of the featured properties on the map. Visitors can also search the full MLS from this featured properties link; the agents' or brokers' own properties will be highlighted whenever any of them match the visitors' search criteria.

## Conclusion

Built with the continuous input of many agents and power brokers from around the country, Diverse Solutions' dsSearchAgent IDX program is distinctive in far more ways than any IDX program before it. It exudes professionalism on many levels and excels at the ultimate goal of pleasing web site visitors and converting them into lifetime clients. It is intuitive and simple enough for novices, yet powerful enough for even the most advanced and demanding users. With so much to offer, and with the knowledge that dsSearchAgent brings with it over two decades of combined software engineering experience, you'll see why it's different the moment you start using it.



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