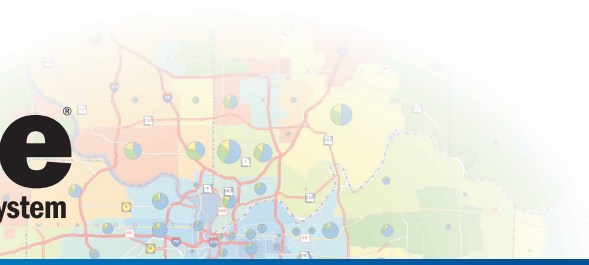# Maptitude®
Geographic Information System

Putting Location in Real Estate

HIGHLIGHTS:

Locate properties and explore neighborhoods

Identify neighborhoods with particular characteristics

Identify market potential

Perform site analysis and comparisons

Add your data to maps

Access data from numerous sources and file formats

Query locations that meet geographic or attribute criteria

Access Census data down to the tract level

Maptitude® Geographic Information System empowers real estate professionals with the fundamental mapping and geographic analysis tools that are essential for residential or commercial real estate. With Maptitude, you can visualize locations and assess them for desirable qualities.

Maptitude comes with a wealth of demographic data with which you can enhance your location-based knowledge. Using Maptitude, you can answer your clients' questions about the neighborhood around a residential property. By simply typing an address, you are taken to the correct location on a map where you can provide answers to question such as: Is the site near a school, highway, park or other amenity, or in a flood plain*? What are the characteristics of the area in terms of numbers of families and children, median age and income, level of education, home ownership rate, and home values? These are just a few of the questions that can be answered by simply looking at a map produced with Maptitude.

Maptitude is also a powerful tool for commercial real estate applications because it lets you quantify differences in sites. The demographic data included with Maptitude are ideal for analyzing competitor's locations, identifying market potential, and comparing sites to one another geographically and demographically. Additional tools let you find locations that are underserved, evaluate sites based on drive time or distance, or identify sites that are most convenient to your customers or employees.

You can also add your own data to Maptitude maps. Join property tax data, crime statistics, or SAT scores to illustrate trends that are not readily apparent in spreadsheets and tables. Maptitude also supports most publicly available
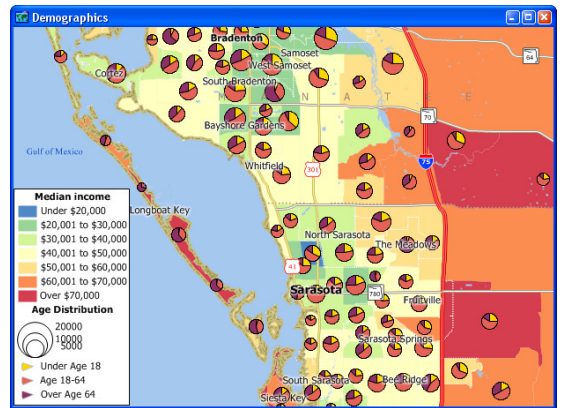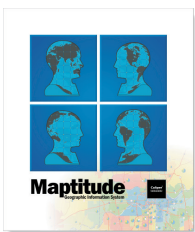

Use the demographic data included with Maptitude to study location characteristics.
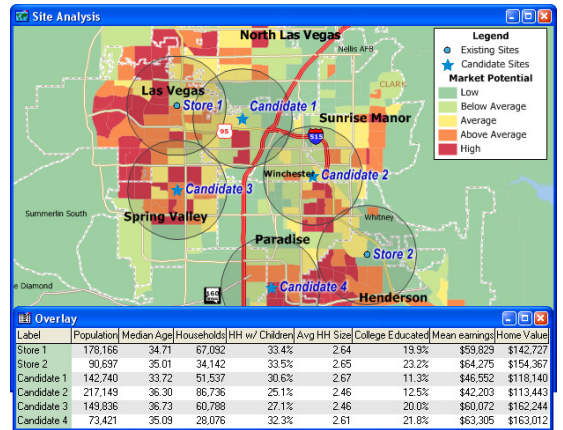
Use overlays to analyze the demographics around several sites and determine which is most desirable for a particular business.
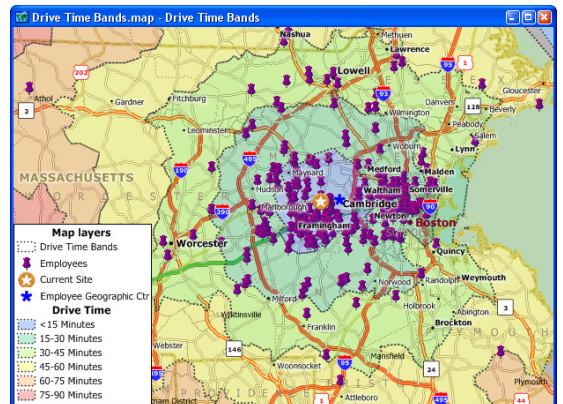
Create drive-time bands and identify locations to better serve your employees or customers.

geographic datasets such as property parcels in Shapefile format and Zillow Neighborhood Boundaries, allowing you the flexibility to create realistic and informative maps.

You can add your listings to a map so that clients can visually determine the locations available for sale in any given neighborhood and weigh the relative pros and cons of each location. You can use the selection tools to search your listings, based on location or attributes. For example, you could choose from among all of your listings the ones that are within walking distance to a school, near public transportation, within a particular price range, and have a minimum number of rooms.

Maptitude provides tools that make it easy to attach all kinds of relevant information to locations on a map. You can link your listings to documents, websites, or slideshows and pictures. Then, simply click the location on the map to show your clients the additional details you have for the property.
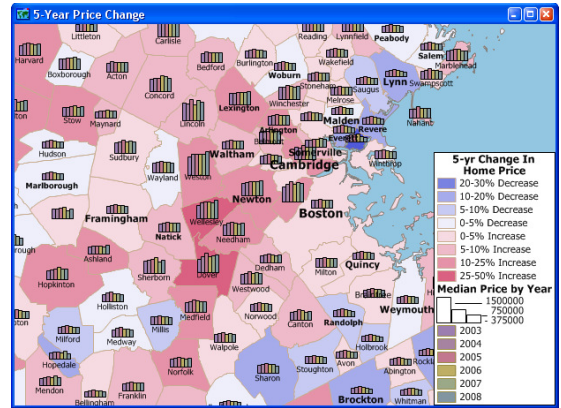
Maptitude's tools are relevant to all aspects of the real estate industry:

• Appraisers can track land values
• Banks and mortgage lenders can ensure regulatory compliance
• Title companies can track parcel ownership
• Insurance companies can perform underwriting analysis
• Public assessors can convey information in a straightforward and easily–understood manner

In all cases, Maptitude is the cost–effective solution that utilizes geography and maps as powerful methods with which to convey information and to analyze location, location, location for your business advantage.

Add your own data, such as home price history, to maps to find geographic trends.
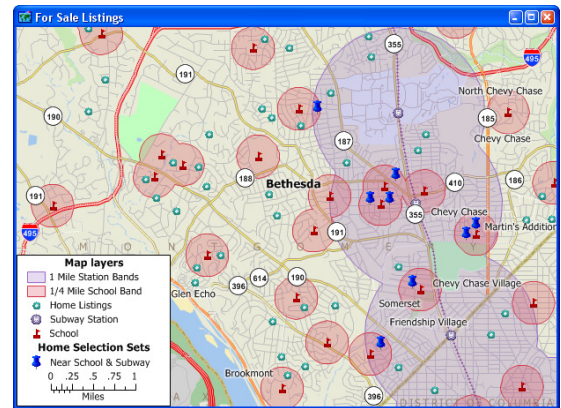
Identify locations that meet specific geographic criteria, such as school or transit proximity, or attribute criteria, such as price or square footage.

Geographic analysis tools let you create density grids to visualize hot spots and areas of potential.
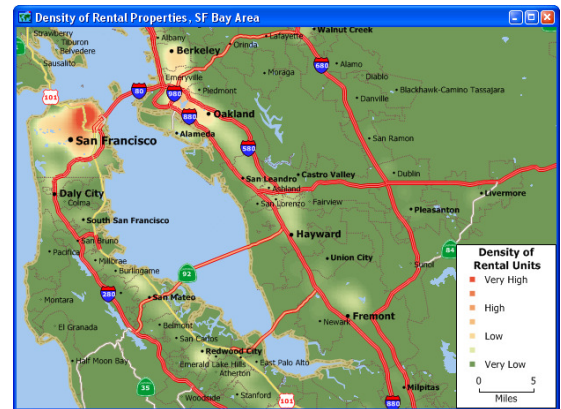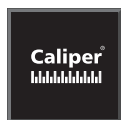
About Caliper

Caliper Corporation is the technology leader in the development of Geographic Information System software applications. Tens of thousands of successful individuals and organizations around the world use Caliper GIS software products to enhance their operations. For more information on our complete range of GIS software products, data, and technical services, please visit our web site, WWW.CALIPER.COM.

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