

# Microsoft® Virtual Earth™

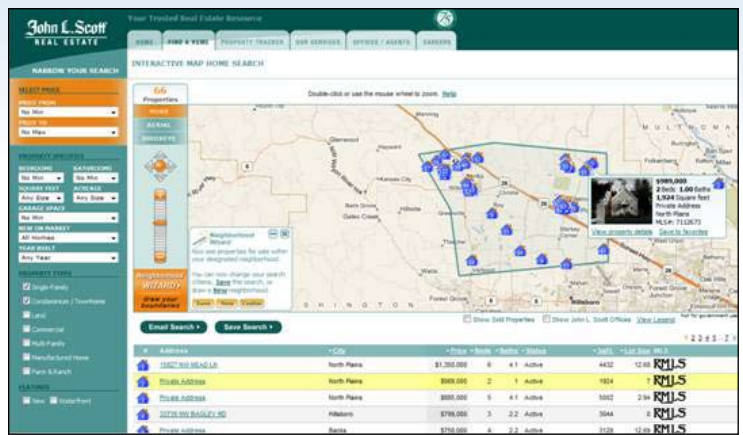
## Location Services for the Real Estate Industry

Better connect with your customers by creating immersive online experiences that bring properties to life. With Microsoft® Virtual Earth™, you can create a customized Web site, desktop and mobile applications, and services featuring precision imagery to help clients visualize your property listings. Enhance value by integrating the local information your customers care about most, and add Web site conveniences, such as one-click directions, to help customers find your office locations and properties faster and more easily.

### What You Can Do with Virtual Earth

#### Strengthen Customer Connections

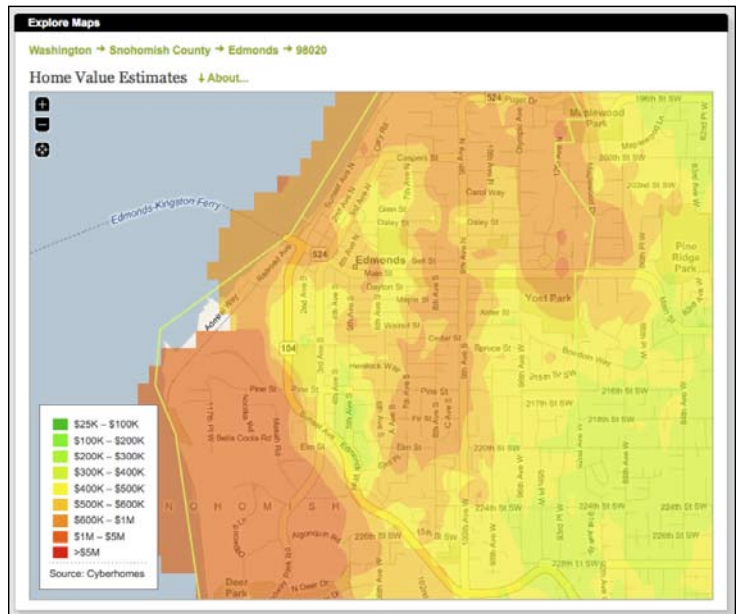
- :: Build customer loyalty by providing on-the-go customers with applications that deliver quality imagery and immersive mapping experiences optimized for the Web and for mobile devices.
- :: Engage customers with exclusive bird's eye<sup>1</sup> and hybrid views, as well as enhanced 3D city models, to provide a detailed look at specific properties from various perspectives.
- :: Help customers find your locations and properties faster, using one-click directions featuring landmark-based routing, driving and walking directions<sup>2</sup> in 15 languages, and traffic-based routing.



John L. Scott uses the Virtual Earth platform to create an interactive customer experience.

#### Improve Business Insight

- :: Quickly visualize multiple sets of data, such as buying trends, sales statistics, and inventory data by layering and customizing information within the Virtual Earth environment to better serve your customers.
- :: Provide agents with cutting-edge information by linking to third-party data sets, including photos submitted by agents, GeoRSS feeds, zoning, and other public records, to visualize important business and inventory information to add more value to the sales process.



Cyberhomes uses Virtual Earth to help its customers make better home-buying decisions.

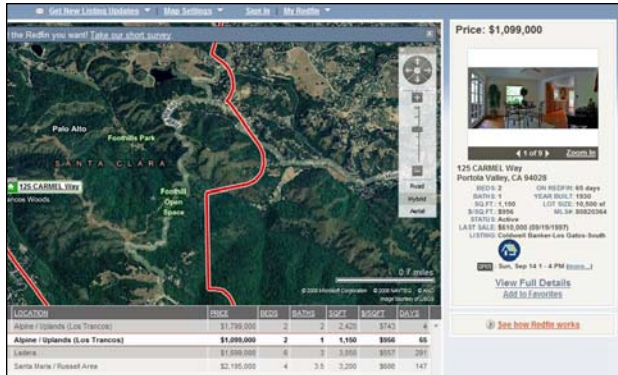
#### Grow Through Innovation

- :: Build brand equity using customization features to create unique for-sale locators, and incorporating information, colors, and logos unique to your company.
- :: Provide relevant information, with the opportunity to create new neighborhood environments, with pushpin clustering, which enables users to see details about several locations near or around one main locale.
- :: Realize international sales and growth potential and create better connections with your global customers, with localized maps in U.S. English, German, French, Spanish, and Italian in Western Europe.



# Put Virtual Earth to work helping your company create online experiences to drive better customer connections and bring properties to life.

## Immersive Online Experiences Keep Customers Coming Back



Experience captured from [www.cbvrtdivide.com](http://www.cbvrtdivide.com)

**Example Scenario:** It's a tough economy and competition is at an all-time high—Internet-based home buying and selling services are readily accessible and there is no shortage of motivated real estate agents. Your company needs to innovate and present value-added conveniences and services from your Web site to help win property buyers and sellers—and keep customers coming back to you.

**Solution:** Using the Virtual Earth platform, your company enlists a Microsoft partner to develop an Internet-based property search tool featuring bird's eye<sup>1</sup> and hybrid views, aerial imagery, 3D images, and interactive mapping for immersive and dynamic search-and-find experiences.

**Benefits:** As a result, your company now receives more monthly site traffic—increasing the number of return visits by almost 50 percent and improving search performance threefold. Your customers have at-a-glance views of your inventory to view more properties and learn more about the property in context of its location, in less time.

<sup>1</sup> Available in many metropolitan areas. Not available for government customers.  
<sup>2</sup> Walking directions are available in the United States and the European Union.

## Reach Customers in New, Dynamic Ways On the Desktop or on the Go



Experience captured from [www.miamigs.com](http://www.miamigs.com)

**Example Scenario:** Your company wants to distinguish itself from the competition by creating a property-search experience that mirrors the ways your customers look for new homes. With customers often on the go, and wanting to find and discover your properties wherever they are, you need a mapping solution that reaches customers on their mobile devices, as well as the desktop.

**Solution:** With the Virtual Earth platform, your company can provide data to your customers on their mobile devices featuring a rich, immersive experience with deep 3D data. Expanded geocoding and landmark-based directions easily guide your customers to the properties they're interested in—with rooftop accuracy to more than 85 million addresses in the U.S.

**Benefits:** As a result, your company has seen a dramatic uptick in traffic and "stickiness" with customer property searches. Your customers can search for properties in a variety of ways, which has resulted in a significant increase in your overall sales.

### ▶ Learn More

For more information, please visit:  
[microsoft.com/virtualearth](http://microsoft.com/virtualearth).

In North, Central, and South America,  
*e-mail:* [maplic@microsoft.com](mailto:maplic@microsoft.com).

In Europe, Africa, Middle East, and the Asia Pacific region,  
*e-mail:* [mapemea@microsoft.com](mailto:mapemea@microsoft.com).