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BUSINESS

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★★ SECTION C

Metro Brokers launches website of Colo. homes

The interactive site aims to list nearly all homes for sale in the state. The Denver-based realty business also has plans to expand into a national presence.

By Margaret Jackson
Denver Post Staff Writer

Starting today, consumers will be able to go online to find all homes listed with real-estate agencies on the market in Colorado.

Denver-based Metro Brokers Inc. is launching ColoradoHomeStop.com at the Inman Real Estate Connect conference in New York.

The company spent two years and more than \$2 million to develop the site, which ultimately will incorporate the

state's 22 multiple listing services into one site, said Mark Eibner, chairman of Metro Brokers' information-technology committee. The initiative was paid for by Metro Brokers' 2,000 members.

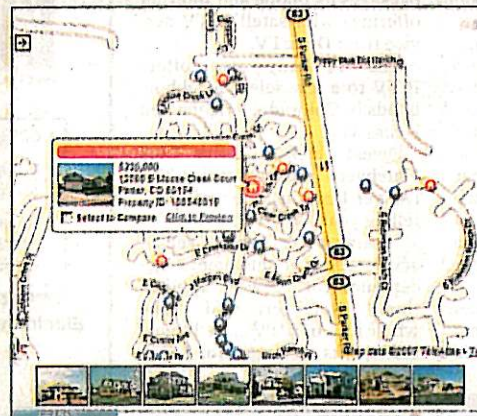
The advertising-free site takes the map-based real-estate search to a new level of interactivity, building proprietary Ajax technology onto the Google Maps mapping platform.

Metro Brokers partnered with WhereToLive.com to integrate the company's real-time SmartMap search technology.

Among the features the website offers for free are:

- Street-level, aerial satellite and hybrid views of the property.
- Photo tours of properties.
- Neighborhood and school informa-

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Shopping aids

Denver-based Metro Brokers Inc. is launching ColoradoHomeStop.com today. Among the features on the site:

- Street-level, aerial satellite and hybrid views of a property (example at left).
- Photo tours of properties.
- Neighborhood and school information specific to a property.
- A map of each property and driving directions.

SITE: Colorado homebuyers get plenty of online options

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tion specific to a property.

- A map of each property and driving directions.

Users also can print property brochures, request additional information, schedule showings via the Web and compare up to four properties side-by-side.

Metro Brokers has purchased the ColoradoHomeStop domain name in all 50 states in antici-

tion of launching the site — and the real-estate company — nationally.

"This is an opportune time for Metro Brokers to move outside Colorado," Eibner said. "In 2007, we're looking at a couple of different routes for national expansion."

Staff writer Margaret Jackson can be reached at 303-954-1473 or mjackson@denverpost.com.