

Challenge



HomeFinder.com is one of the most trusted Web sites for consumers to search for a home and connect with a real estate professional. Distinguished by its inventory of comprehensive property listings and rich content, HomeFinder.com provides more than 3.2 million listings with customized searches and multiple options to view and manage results. HomeFinder.com also provides simple, cost-effective online advertising solutions for agents, brokers and builders, combining the brand power of more than 130 local newspaper Web sites with exposure on a national scope, in a platform that tracks every phone call, email and click a consumer makes.

The company took a thoughtful approach when deciding to build an iPhone application designed around open houses, an efficient means for agents to present properties that likewise makes good use of a shopper's time. With greater than 2 million visits per month combined for PC and mobile optimized versions of its website, HomeFinder.com didn't want to increase its universe of available customers as much as offer them a more relevant and targeted experience.

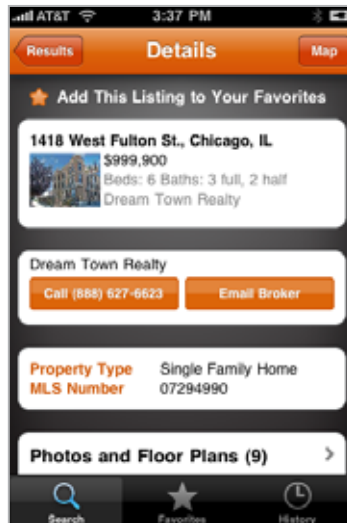
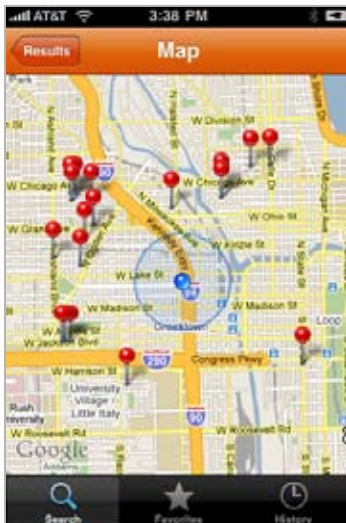
"For several years we have offered a mobile optimized version of our website and traffic reports showed that iPhone users made up a good portion of our visitors," said Doug Breaker, Vice President of Product Development for HomeFinder.com. "Our experience suggested an iPhone application was ideal to help our customers identify and locate open houses while 'out and about,' thus connecting them with real estate agents seeking to bring as many potential buyers to a property during this critical stage of the sales process."

In choosing to work with Interactive Mediums on the project, HomeFinder.com sought a partner with not only experience in creating high-impact iPhone applications, but who also understood the real estate shopper. Having created applications for other similar online services, Interactive Mediums brought a unique perspective to the project.

Solution

Interactive Mediums has significant experience building Smartphone applications for popular devices including the iPhone. By virtue of its experience building applications for many leading online brands, the company has developed particular expertise in helping these firms translate their service successfully to the unique form factor and interactivity offered by Smartphone devices.

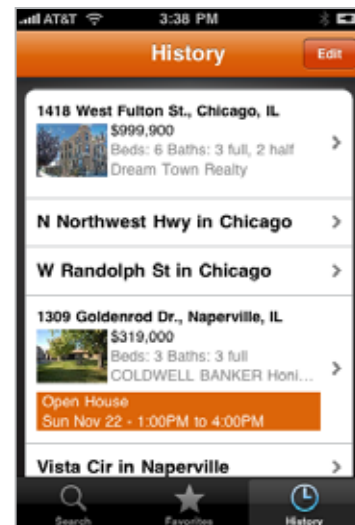




A focus on the Mobile Customer Experience drives Interactive Mediums' approach with application projects. This means understanding the business objectives driving the initiative first, and then translating these to capabilities offered by the targeted device.

Developing applications that are accepted by the App Store as part of its approval process is also a competency Interactive Mediums brings to client projects. This ensures investments pay off by placing applications quickly into the right place in the App Store so they are found quickly by the target audience, downloaded and used.

In partnership with HomeFinder.com, Interactive Mediums rapidly grasped the company's objectives and just as quickly distilled these into an actionable set of requirements.



Results

The HomeFinder.com Open Houses iPhone/iPod Touch application provides location-based searches of open houses, including their times, as well as all available listings in a robust database representing 130+ leading newspaper sites, MLSs, agents/brokers, home builders, as well as 'for sale by owner' listing sources.

Features geared around facilitating the sales process include the ability to contact an agent directly from a listing and obtain point to point, map-based directions to a property. These and future considerations reflect a key ingredient in agent success – a 2 hour window during which an agent must return a message from a potential buyer before the opportunity is lost forever.

“Our iPhone application plays a critical role in helping connect buyers with agents during this important stage of a sale,” said Breaker. “Agents can more effectively manage their open houses while maintaining timely contact with potential buyers as they investigate properties on the go. It’s a win-win for both parties.”

About Interactive Mediums

Interactive Mediums provides next generation customer engagement solutions designed to facilitate high value interactions with today’s increasingly on the go consumer. Our easy to use software as a service TextMe enables marketers to rapidly develop, execute and analyze a variety of best practice Marketing Actions, establishing a Mobile Consumer Data Asset that informs ongoing, more relevant and higher value interactions. Used by many leading brands, agencies, professional sports teams, and broadcast media to acquire, retain and develop customer relationships via the mobile channel, Interactive Mediums processes millions of customer interactions every month. We also offer services spanning the entire mobile experience lifecycle including project consultation, mobile web design and mobile application development. For more information, contact us at **866-683-9863** or via email to info@interactivemediums.com.