



## Press Information

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## Mouse-Hunt for a House

*Pulte Homes launches Web-based house-hunting tool, putting information a click away from its customers' fingertips*

**Redlands, CA**—ESRI and IDV Solutions announce that Pulte Homes, Inc., the second largest builder of homes in the United States, recently revealed its new Web-based tool that assists potential home buyers in quickly locating a new home in a desirable area. The tool allows house seekers to navigate an interactive map, eventually “drilling down” to an image of the desired home along with relevant information. The tool, built by ESRI business partner, Michigan-based company IDV Solutions, will assist those looking for new houses in more than 45 real estate markets across the United States.

Ian Clemens, chief technology officer of IDV Solutions, views the visual, map-based search tool as the obvious next generation of house-search tools. “In most cases, potential home buyers have a specific geographic area in mind; therefore, a visual, map-driven search tool available via the Web strongly resonates with the user’s search process,” said Clemens.

IDV used its own Location Feature Server, along with ESRI’s RouteMAP IMS software, to build the application. “We decided to use ESRI’s RouteMap IMS software,” said Melissa Davis, national e-commerce manager, sales and marketing, Pulte Homes. “We like the ability to add custom layers to the maps.”

RouteMAP IMS is ESRI’s affordable out-of-the-box solution for adding customized mapping and routing capabilities to Web sites. Web visitors are able to quickly find locations and calculate routes with driving directions to any location.

When customers visit the Pulte Homes Web site ([www.pulte.com](http://www.pulte.com)), they can select the state they want to search by pointing and clicking on a map. The next page allows them to select a

metropolitan statistical area or city with available Pulte Homes communities. After selecting a geographic area, users have the ability to drill down from a city level to neighborhood or street levels. Once users find a community with a desirable home, they can click to contact a sales associate and/or get driving directions to the community.

For more information, contact

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### **About IDV Solutions**

IDV Solutions is a Michigan-based company 100 percent focused on delivering location intelligence and visualization solutions to government and the Global 2000. The company is dedicated to improving enterprise return on data investment through information and visualization technologies. IDV Solutions' clients include companies from the energy, government, real estate, manufacturing, construction, and education sectors. For more information, visit [www.idvsolutions.com](http://www.idvsolutions.com).

### **About ESRI**

Since 1969, ESRI has been giving customers around the world the power to think and plan geographically. The market leader in geographic information systems (GIS), ESRI software is used in more than 300,000 organizations worldwide, including each of the 200 largest cities in the United States, most national governments, more than two-thirds of Fortune 500 companies, and more than 5,000 colleges and universities. ESRI applications, running on more than one million desktops and thousands of Web and enterprise servers, provide the backbone for the world's mapping and spatial analysis. ESRI is the only vendor that provides complete technical solutions for desktop, mobile, server, and Internet platforms. Visit us at [www.esri.com](http://www.esri.com).

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