

Agent

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tate around you," according to Brad Blumberg.

They created the first grid as a model for West Chester, selected for its "compact downtown area" and surrounding suburbs.

The testing, funded through grants from the Ben Franklin Technology Partners of Philadelphia and conducted by West Chester University's Tech Center, was the first of its kind anywhere in the United States.

"They hosted the application," Brad Blumberg explained,

Smarter Agent is the first realty company to use military-grade map searches to assist clients in locating properties available in real time, the Blumbergs said.

Smarter Agent requires a one-time charge to consumers for wireless use, usually about \$4 or \$5.

More than 1,500 clients are logged in at any one time, according to the Blumberg brothers.

The combination of wireless communication and the GPS offers nearly limitless possibilities, he said.

"It was so powerful," Blumberg said.

Information includes everything from title data to sale prices. Every property address is identified by its longitude and latitude.

"The phone goes back through the Internet into the database and pulls up the property," Blumberg said, adding that consumers can request properties based on specialized locations, school districts or any number of criteria.

"It makes you smarter by giving you more information," Eric Blumberg said.

More than 70 percent of real estate buyers conduct their own research on-line prior to contacting a Realtor, according to the brothers.

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**— BRAD BLUMBERG,
Smarter Agent co-owner**

"Our MLS data is in formats no one else has," Brad Blumberg stated. "Any consumer is empowered with more information."

The company maintains a "command and control center" where clients can call with questions, according to Brad Blumberg.

"We're getting tons of clients," Blumberg stated. "We've kind of tweaked the realty process."