

From: *TruliaPro.COM*

HOW TO HELP CLIENTS IDENTIFY DREAM NEIGHBORHOODS

Home is where the heart is but many house hunters don't know where their hearts really want to live. Buyers can't click their heels three times to be transported to the neighborhood of their dreams, but a new online tool can help them shorten their search and pinpoint their ideal location in a few clicks.

As an agent, there's a lot you can't comment on, but you can be the source of great information. To help your clients find the neighborhood of their dreams, check out and introduce them to Trulia Local.

Here's how it helps your clients:

1. Locate a Safe Haven

No one wants to live in a crime-ridden area, and questions about neighborhood crime and safety are some of the most popular on Trulia voices. Depending on where you do business, you may or may not be able to vouch for the safety of an area, but you can always point your clients to clear examples and evidence with [Trulia Local's Crime Maps](#). Trulia uses data from [SpotCrime](#) and [CrimeReports](#) and breaks it down block by block and distinguishes between violent and non-violent crimes so your clients can identify areas they want to steer clear of and where they'll feel the safest.



2. Discover Successful Schools

Great schools are a top priority for many buyers and [Trulia Local School Maps](#) lets buyers find nearby schools and view the district lines. School ratings are displayed prominently as a part of a live feed from [GreatSchools.org](#), the leading source of information on school performance, allowing buyers to easily filter their results to show only the best schools.



3. Uncover Awesome Amenities

Local businesses, or the lack thereof, definitely affect the neighborhood vibe. Whether your clients are looking to live near the action and close to the best restaurants or prefer a quiet community close to only necessary resources, [Trulia Local Amenity Maps](#) will help them find their sweet spot. Trulia has partnered with [Yelp](#) to showcase local restaurants, grocery stores, banks and gas stations. House-hunters can easily see their Yelp ratings right on the map and click an establishment to view the Yelp Reviews as well.

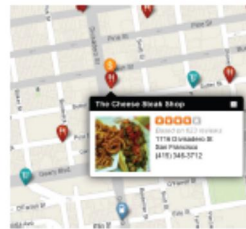
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4. Browse Nearby Homes

Once your clients focus on a few key neighborhoods, they can use [Trulia Local Property Maps](#) to browse properties for sale in the area. They can specify bedrooms, bathrooms, and other criteria they're

looking for and get a bird's eye

view of what's available nearby. And when they find something they like, they can go directly to the Trulia property page to see more information and share the home with you.



Neighborhood research can be a bear for consumers contemplating a move. Help your prospects and clients conquer the fear of the unknown. [Share these local tools](#) so they can become more informed and be confident that they're looking for a home in the right place.