INRIX Drive Time™ by CoreLogic®

A Powerful Drive Time Predictor—Now In Your Hands

Drive Time – The Big Worry

It's no secret. Home buyers obsess over their potential drive time almost as much as the home and neighborhood itself. As traffic snarls worsen with population growth, home buyers make drive times a make or break part of their home search. The questions they ask:

▶ "How far is work from this house I'm looking at?"

▶ "How long will it actually take me to drive to work given traffic?"

▶ "If I need to arrive at work by 9:00 AM, what time do I need to leave this house?"

▶ "How long will it take to drive to both school AND work from this house?"

▶ "What are the best times of day to drive?"

Home searchers aren't willing to compromise on such an important decision, so they test it themselves by driving the new route on multiple days of the week—often lengthening the sales cycle and (too often) missing out on perfectly good homes before making a decision. This frustration touches their agents too.

According to an NAR survey, 73% new home buyers consider drive time to work as a key decision factor.

Minutes...Not Miles

There are plenty of great GPS services in many cars and most smartphones that can inform a home buyer exactly how far a prospect home is from work. And in a perfect world, where none of us share the roadways, these mileage based GPS solutions would be just fine. But these solutions typically do not accurately predict how long it will take based on real-world traffic history and real-time data. When it comes to assessing a new driving route, it's all about the minutes (and sometimes hours)—not the miles.

Drive Time—The King of Traffic Big Data

CoreLogic now introduces INRIX Drive Time, the most comprehensive traffic prediction telematics platform in the U.S. It's fed by the Smart Driver Network, with nearly 100 million GPS powered vehicles and roadside devices reporting position and speed every 15 seconds across 1 million miles of North American roadway. INRIX Drive Time is the ultimate traffic "Big Data" platform providing drive time intelligence to home searchers today. With billions of points of data received and processed daily from fixed position and "crowd sourced" moving vehicles, the guesswork of drive time predictions are removed instantly.

With INRIX Drive Time, agents can now deliver important new value to clients. In addition to size and price requirements, clients can submit desired drive time limits and daily arrival times. Agents simply access INRIX Drive Time to identify qualifying homes for

the client's initial list or eliminate non-compliant homes from current favorites. In short, agents can provide real world drive time estimates to clients within minutes—without ever stepping foot in the car to test it personally.

INRIX Drive Time takes it a step further. Clients can specify multiple destinations (his work, her work, grandmother's home) and multiple times of day (7:45 AM, 9:00 AM, 6:00 PM) in order to optimize drive time accessibility. INRIX Drive Time takes the guess work (and heavy math!) out of finding the home that solves the commute riddle for every member of the family.

Agents—Shorten That Sales Cycle!

This speed in meeting client drive time requirements is an important step forward in client service and providing stand-apart value. Further, it's great for closing business faster too. In a competitive market, helping clients choose quickly (and intelligently) is always a good thing. Agents have been frustrated by client indecision and lost opportunity stemming from drive time uncertainty. Now, with the click of a mouse, buyers can spot the perfect home for their commute without ever getting in their car. This speed not only shortens the sales cycle, but the ease and accuracy are certain to delight clients and lead to more referrals and retention.

FOR MORE INFORMATION PLEASE CONTACT YOUR CORELOGIC ACCOUNT MANAGER

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