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John L. Scott Launches Customized Online Home Search, “Map My Tour”

Seattle—As a part of John L. Scott Real Estate’s aggressive web strategy, it recently launched a customizable tool called “Map My Tour” to its home search functionality. Map My Tour works in conjunction with Clipboard, a powerful new feature that allows visitors on JohnLScott.com to select and set aside properties during their home search.

By simply adding properties to the Clipboard, homebuyers can create a customized home tour with maps and driving directions that take buyers from one property to the next. They can choose the order in which they’d like to see the homes along with the starting point of their choice. Directions to homes can be one way or round trip using the “quickest” or “shortest” route.

Because JohnLScott.com features all open houses from all real estate companies*, buyers can also use Map My Tour to create a customized open house tour of properties along with maps and driving directions from one home to the next. After creating their customized home tour, buyers can then email the selected properties to a friend or save to their favorites in their John L. Scott Property Tracker account. As always, any property can also be shared via Facebook and Windows Live.

“Whether you are planning a week of home viewings or a Sunday of visiting open houses, Map My Tour will easily take your home search from online to on the road,” said Pat Giles, Vice President of Marketing, Interactive Marketing, and IT for John L. Scott Real Estate.

For more information and to see how Map My Tour works, please visit www.JohnLScott.com.

About John L. Scott Real Estate

John L. Scott Real Estate was founded in 1931 and is currently led by third generation chairman and CEO, J. Lennox Scott. John L. Scott has 133 offices and more than 3,600 sales associates in the states of Washington, Oregon, and Idaho. Last year, John L. Scott closed over 32,000 transactions for more than 9 billion dollars in volume sales making it one of the most productive regional real estate companies in the nation. The award-winning website, www.johnlscott.com, receives over one million user visits a month.

**Available through the Northwest Multiple Listing Service*

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