

## **John L. Scott Real Estate Partners with Walk Score® to Provide Valuable Neighborhood Maps and Flyers**

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Seattle – John L. Scott Real Estate announces that through a partnership with Seattle-based Walk Score®, John L. Scott will be offering Walk Score neighborhood maps and flyers to their clients via JohnLScott.com Neighborhood pages and printed pieces.

“Buyers are looking for information about both the home and its surrounding neighborhood,” says J. Lennox Scott, John L. Scott Chairman and CEO. “Featuring Walk Score and content about nearby schools, restaurants, and other amenities makes JohnLScott.com a one-stop shop for home buyers.”

In addition to featuring interactive Walk Score maps of nearby amenities on JohnLScott.com, John L. Scott and Walk Score have formed a partnership to offer co-branded Neighborhood Flyers that can be used at Open Houses or in conjunction with property flyers. John L. Scott brokers will be able to personalize Walk Score Neighborhood Flyers with their contact information and photo. Further customization can be made by choosing which amenities to showcase.

“A broker who is listing a loft in Belltown may want to list restaurants and bike shops while a listing in Bellevue might feature schools and parks,” surmises Scott. “No matter where the home is, brokers now have a way to showcase what’s great about the neighborhood around it.”

The timing of this partnership couldn’t be better. A 2011 National Association of REALTORS® survey found that the majority of Americans want to purchase single-family detached homes that are within easy walking distance of restaurants, shops, and local businesses.\*

"The new Walk Score Neighborhood Flyer is designed to help real estate professionals showcase the location of a property. The flyer is easy to customize, share online, and print for open houses and home tours," said Josh Herst, CEO Walk Score. "John L. Scott understands the importance of quality neighborhood content to their customers and we are excited to partner with them to meet this demand."

\*[http://www.realtor.org/wps/wcm/connect/a0806b00465fb7babfd0bfce195c5fb4/smart\\_growth\\_comm\\_survey\\_results\\_2011.pdf?MOD=AJPERES&CACHEID=a0806b00465fb7babfd0bfce195c5fb4](http://www.realtor.org/wps/wcm/connect/a0806b00465fb7babfd0bfce195c5fb4/smart_growth_comm_survey_results_2011.pdf?MOD=AJPERES&CACHEID=a0806b00465fb7babfd0bfce195c5fb4)

### **About John L. Scott Real Estate**

John L. Scott has 117 offices and more than 2,700 sales associates in the states of Washington, Oregon, and Idaho. Last year, John L. Scott closed over 25,000 transactions for more than 7 billion dollars in volume sales. John L. Scott’s award-winning website—

[www.JohnLScott.com](http://www.JohnLScott.com)—is one of the most heavily trafficked real estate company websites in the nation with over one million user visits per month.

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