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Real Estate Goes Mobile

By Ilyce Glink | Nov 22, 2010 | Comments



With **iPhone** apps numbering in the hundreds of thousands and **Droid** and **Blackberry** apps quickly catching up, it was only a matter of time before the real estate industry staked its claim.

Currently, major Internet listing companies and real estate agents themselves are creating apps that allow customers to instantly look at listings, maps prospective homes for sale, and find home values for a property listing all from their phones.

Best of all, many of these applications are free, because brokers are trying to bring eyeballs to their properties. Here are a few of the notable new apps:

Real Estate Goes Mobile: Rent.com



Rent.com has long been the #1 Internet listing site for people looking to rent a home. The company recently decided to launch a [free app](#), which allows eager house hunters to search for

the perfect place on the go. The app automatically syncs with a user's Rent.com account and members can even post pictures and take notes on properties while they are standing in front of it, making it perfect for comparing your choices later.

As a mobile marketing move, Rent.com is offering **\$100 Visa Debit Reward** cards for users who report their lease through the app.

Compatibility: Rent.com has covered all of the bases, and has apps for the iPhone, Android, and Blackberry.

Real Estate Goes Mobile: Zillow



Zillow is most well-known for real estate data and information, but the company recently launched apps for [phones and tablets](#). The apps gives potential home buyers information about home values and even allows users to share homes they love on **Facebook** and **Twitter**.

One thing that makes Zillow stand out against other apps is its compatibility with the iPad and the Windows Mobile. This means real estate agents using tablets can access information on a listing and present it to their customers immediately.

Compatibility: Zillow is the best bet for actual agents. They have an app for the iPhone, Droid, iPad, and Windows Mobile. Zillow is, however, missing an app for Blackberry phones.

Real Estate Goes Mobile: Smarter Agent



Developed in 2006 as a real estate information website, **Smarter Agent** has quickly turned into a predominantly mobile business. With tweaks on the main application, Smarter Agent customizes functions for [real estate professionals](#) and [consumers](#).

The app relies on GPS functions, like leading home buyers to open houses and listings. This makes it the perfect app for someone who needs help not only finding a house to buy, but also needs help literally finding the potential houses.

Compatibility: While there are no apps for tablets yet, Smarter Agent offers apps for iPhone, BlackBerry, Android, Palm, LG, Motorola, and HTC.

[More than 90 percent of all buyers start their search for a home online](#), and renters are no exception, but would you want to conduct your apartment search on your phone?