

BUILDER

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BIA OF SOUTHERN CALIFORNIA LAUNCHES NEW CONSUMER 2.0 WEBSITE

The Building Industry Association of Southern California joins forces with a powerful search engine to create the most robust new home Web site on the Internet

The Building Industry Association of Southern California is launching an exciting new consumer Web site designed to simplify the home finding and loan qualifying process for potential new home buyers.

ModelHomeTour.com provides would-be buyers with everything they need to find and buy their new home – access to real time loan products, expansive new home listings, floor plans, community and tax data, and more – through the power of a sophisticated search engine, icanbuy.

In addition, buyers can immediately find out how much home they can afford, shop for a loan and receive a pre-qualification letter from a lender of their choice, including those affiliated with a builder. That makes the new Web site the best one-stop source of information for new home buyers.

"The BIA is very proud to offer consumers this resource to help make their home buying experience as easy and as informative as possible," said Richard J. Lambros, chief executive officer of the Building Industry Association of Southern California. "Information leads to better decisions, and buyers will be amazed at the amount of information available to them – information that's not available anywhere

"This is a very exciting development for our builders, who will now have more serious buyers in their sales offices, buyers who have researched the communities online and who know that they can afford their loans."

else in one location. Then add the ability to see which homes are affordable to them and to qualify for a loan immediately, and the appeal goes through the roof. **ModelHomeTour.com** will revolutionize the new home buying process not just in California, but throughout the country."

ModelHomeTour.com offers more than 2,900 new home community listings in California and more than 12,000 new home communities in 40 other states. Additionally, icanbuy has partnered with 125 newspapers throughout the country to provide the new home search

capability on their Web sites. These newspapers are expected to drive millions of unique visitors per month to **ModelHomeTour.com**.

"This is a very exciting development for our builders, who will now have more serious buyers in their sales offices, buyers who have researched the communities online and who know that they can afford their loans," said Paul Dix, chief operating officer for the Building Industry Association of Southern California. "Our members also have the

opportunity to expand upon and update their content on the site.


"Research indicates that more than 80 percent of all buyers begin their home search online, so this is an incredible opportunity for builders to have their communities, information and images accessible to thousands of potential new home buyers," he said.

By utilizing icanbuy's powerful, state-of-the-art search technology,

homebuyers can not only locate a new community with all of the features they want, they can discover exactly how much home they can afford and shop for a lender on the site. An approved lender will then process a pre-qualification letter, which the homebuyer can print from home. In addition, homebuilders' affiliated lenders can participate in search results for their neighborhoods.

"As a homebuilder for the past 25 years, I saw a need to create efficiency and transparency for the consumer," said Teen Flores, co-founder of icanbuy. "From the builders' perspective, our new technology will deliver quality traffic."

The Building Industry Association of Southern California launched the Web site at the Building Industry Show in Long Beach last month. Nearly 400 builders visited the **ModelHomeTour.com** lounge in the BIA Membership Booth to learn more and test drive the site.

"**ModelHomeTour.com** is a virtual Multiple Listings Service for new home communities – something that hasn't existed before," Lambros said. "Its powerful buying tools will make the home search process quick and easy. 

Those wanting to learn more about ModelHomeTour.com or how to upgrade new home listings should contact Paul Dix at (909) 396-9993, ext. 215 or pdix@biasc.org.

