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There's an app for that

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4:44 PM, March 31, 2010 | Adam Bonislawski



Into the crowded field of iPhone real estate apps comes another entrant – the Complete Realty Suite from Visionary Apps. Comprising three apps – one for foreclosures, one for normal sales and one for rentals – the suite takes advantage of the usual iPhone capabilities (GPS locating, interactive maps,

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photo slideshows) to deliver targeted listings to your Steve Jobs-loving fingertips.

Looking to pick up some properties on the cheap, we took the foreclosure app for a spin and generally liked what we saw. The interface is simple and straightforward, and the GPS targeting seemed to work better than in many other real estate apps we've tried (there's nothing like having your search for Greenpoint apartments turn up 25 listings in Teaneck.) Pulling from a database of some 1.6 million foreclosed homes around the nation, it's one of the more convenient ways we've come across to look up distressed properties (\$198,000 for a 527-square-foot studio at 101 W. 23rd St., anyone?).

It's on the broker side, though, where things get more interesting. Brokers can purchase zip codes in each app. When a user's search pulls up properties in a zip code a broker has purchased, the broker's ad will pop up along with the listing (the apps provide similar opportunities for companies like movers and mortgage providers to purchase ads, as well).

Making things more exciting – only one broker is allowed per zip code. When Visionary founder Daniel Burrus told us this, it conjured glorious visions of broker bidding wars for prime zip codes (maybe a knife fight or two breaking out over the likes of 10021). Alas, Burrus says he's selling the zip codes at a flat rate of \$24.99 per month. The latest broker to buy snapped up 30 of them, he adds, which just seems kind of greedy.

We recommend

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