

Web site lets potential homebuyers 'snoop' around the area

A new Web site gives potential homebuyers an up-close look at lifestyle and real-estate in Southwest Florida, where fallen home prices have created a "buyers market."

You may have noticed its advertisements: bright, yellow billboards and ads featuring a cute dog on the back of LeeT-ran buses, sniffing at the Web address, www.snoopzone.info.

The Realtor Association of Greater Fort Myers and the Beach, Inc. created the site, ads and slogan, "Fetch Yourself a Home on Snoopzone," to promote homeownership. But there are no ads or pop-ups on the Web site because it is provided as a community service.

There are multiple search engines

(called Snoop Engines) for visitors to search for homes, condos and rentals, or look up details about area schools and golf courses.

It's also a resource for demographic information about Southwest Florida and will give visitors information about population trends, job markets and crime rates in addition to attractions, travel and airport information and weather.

And visitors who don't understand what a realtor does may also review the 180 typical actions they perform to ensure a successful residential real estate transaction, no matter if you are buying or selling real estate.

It's easy to access the information because the Association made the Web site user-friendly, attractive, and "hip"

by including sound effects, music and animation. One of the highlights is a short narrated video describing the lifestyle, amenities and attractions of Southwest Florida.

"A wide variety of consumer resources make www.snoopzone.info the number one site potential homebuyers should visit first," said Realtor Association member Andy Reisinger.

Consumers may also access a special area for Affordable Housing and get detailed information about available programs offered by various State and Local entities (the site includes direct links to their websites for further information.)

Since the Web site aims to be comprehensive, it includes a special section for kids and teens called the Snoop Scoop Contest. There, kids tell kids about the lifestyle in Southwest Florida by either submitting a drawing, a written story or a video. Their efforts are rewarded with prizes, such as SNOOP merchandise and digital cameras.

By the end of the year, the site will be further enhanced with a Neighborhood search engine allowing visitors to experience life in local neighborhoods with specific information such as schools, shopping, activities and amenities located within each neighborhood. ■



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