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**WEB REVIEW: For Your Customers**

**Moving Right Along**  
**Taking the Stress Out of Relocating**

**BY CHRIS LEPORINI**

A long-distance move can make even the most confident homebuyers feel shaky. You can help alleviate their concerns by directing them towards [Relocation Essentials](#), a site collecting a broad range of relocation resources in a single destination.

The site has partnered with some of the best relocation-related sites on the Web, including such nationally recognized names as [homestore.com](#) and [homefair.com](#), to compile a one-stop location where homebuyers can research their moves. Rather than focusing on creating original content, Relocation Essentials instead acts as a portal. The site organizes its information into 23 different sections. Each partner site is assigned an individual section, which also contains links to other relevant sites and articles. The sections are further divided into four categories:

**Demographics** provides basic statistical data, with links to sites that analyze cost of living, crime, schools, and other local information. For example, its "crime" section links to partner site [homefair.com](#)'s "Relocation Crime Lab," which lets you compare the crime rate for thousands of cities in the United States and Canada to the national average. Additionally, the category contains links to such sites as the National Crime Prevention Council and the Federal Bureau of Investigation.

**Real estate** collects information on finding and financing a home, as well as on sources for home repairs. This category is homebuyer-oriented, containing sections on obtaining a mortgage online or step-by-step instructions on how owners can sell their own homes. The category also provides an apartment search engine through its partnership with [Apartments.com](#). This feature can be useful to help your client find temporary living space until they buy. The "Apartment" section contains links to other specialized sites, such as a directory of pet-friendly apartments.

**Relocation/moving** contains practical information that makes moving as painless as possible. It allows you to plan your move, find a mover, and even open a utilities account online. The category also contains a [planner](#) that helps you to generate a list of the tasks you'll need to carry out before and after your move.

**Miscellaneous** groups an eclectic mix of links, including virtual city tours, climate information, and elder care sources. Its connection with partner [utours.com](#) provides [virtual city tours](#) that allow you to access panoramic views of major cities.

Relocation Essentials is still under

**Topic Areas**

**News & Commentary**  
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**Law & Ethics**  
Court Cases / Ethics Q&A

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construction, so while the great majority of the links work, several, such as a "REALTOR" section being developed with partner [Realtor.com](#), are still being developed. Still, the amount of information the site has collected is impressive. Working with out-of-state buyers means more than trying to sell them on a home; you have to sell an entire community. Relocation Essentials provides the breadth of information to make relocating homebuyers feel at home in their new community.

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**Suggest a Site For Review**

Every week, REALTOR® Magazine Online's Web review editor surfs the Internet to find sites useful to your business and off-hours lives. Have a favorite real estate Web site that you would like to see reviewed? Send your suggestions to Chris Leporini at [mediatech@realtors.org](mailto:mediatech@realtors.org). All decisions on which sites will be reviewed are completely at the discretion of REALTOR® Magazine Online's editorial staff. Please note: this column does not review individual practitioner or brokerage sites.

The column's focus includes free sites, as well as sites that charge for goods and services, but which still offer a free component of practical, sustained value to real estate practitioners, such as a free newsletter or regular news information.

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