



The Right Move® API

A **Free** API FOR LOCATION ANALYSIS – ANYTIME, ANYWHERE



*Easy Analytic Software, Inc. (EASI) has delivered trustworthy demographics to thousands of exacting business users since 1995 and is now making updated demographic reports available for free with their API **The Right Move**®. We now have thousands of users including numerous fortune 500 companies. One big reason for our success is because we are data fustspots! EASI has some standard web products that have also been used by the real estate industry – especially appraisers.*

With the U.S. Census performed only once each decade, real estate professionals, house hunters, business researchers, location analysts, and those simply curious often find it inconvenient or impossible to access accurate and up-to-date demographic data. Worse, most data sources are expensive; creating an economic barrier to valuable data that could make or break a decision regarding where to move or start a business.

With the EASI API (Application Programming Interface) demographic answers will be available for developers to incorporate into their web sites and apps. With this API developers can offer their users another important layer of current information.



The Development

Recently EASI developed a free mobile app called The Right Move for android and iOS devices (search “The Right Move” or “therightmove”). The Right Move app is designed for the home and business real estate community. We are now offering this same key data designed for real

Easy Analytic Software, Inc.

101 Haag Avenue Bellmawr, NJ 08031 800 HOW EASI (469 3274) Fax 718 740 7946

Email API@easidemographics.com

estate pros with all the neighborhood information vital to making a real estate purchase and it is free.

EASI is now offering access to our report engines through the free The Right Move API. There is no financial risk and usually you can get this API up and running a short time.

The API will generate Ring Studies and ZIP Code Reports based on EASI's current updated data using a specially designed list key variables.

For more information and a sample

<http://www.easidemographics.com/mobileapp/APICapabilities.asp>

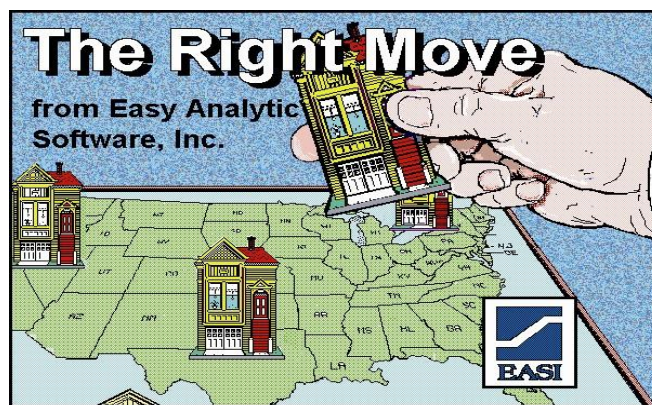
Registration for API (Note: EASI requires registration before the API will be shared)

<http://www.easidemographics.com/mobileapp/APIInfo.asp>

Review

The Right Move API is designed to let you generate applications which assist in location, neighborhood, and site evaluation. This ground-breaking API will allow you to offer prospective homeowners, realtors, brokers, and anyone evaluating a location, key current neighborhood demographics. Using EASI's industry tested report engines, this API will allow developers to generate an updated demographic summaries of the area around a given set of coordinates (in the US only) with a radius between .05 and 10 miles or produce a ZIP Code Report.

For more information about the API please email API@easidemographics.com.



Variables Included

Neighborhood Analysis

- **Married Families with Children (US Avg=100)**
- **Singles (US Avg=100)**
- **Older Population (US Avg=100)**

Easy Analytic Software, Inc.

101 Haag Avenue Bellmawr, NJ 08031 800 HOW EASI (469 3274) Fax 718 740 7946

Email API@easidemographics.com

- **Above Average Education (US Avg=100)**
- **Expensive Homes (US Avg=100)**

Demographics

- **Population (4/1/2010 Census, current update; 5 Year Population Forecast)**
- **Households**
- **Population, Median Age**
- **Families**
- **Household Income, Total (\$)**
- **Household Income, Median (\$)**
- **Household Income, Average (\$)**
- **Household Income, Per Capita (\$)**
- **White Population, Alone**
- **Black Population, Alone**
- **Asian Population, Alone**
- **Hispanic Population**
- **Housing, Units**
- **Housing, Owner Occupied**
- **Housing, Renter Occupied**
- **Housing, Vacant Units**
- **Owner Estimated Home Value**
- **EASI Total Crime Index**
- **Employees, Total (by Place of Work)**

Annual updates will automatically occur every July.

For more information about the API please email API@easidemographics.com.