



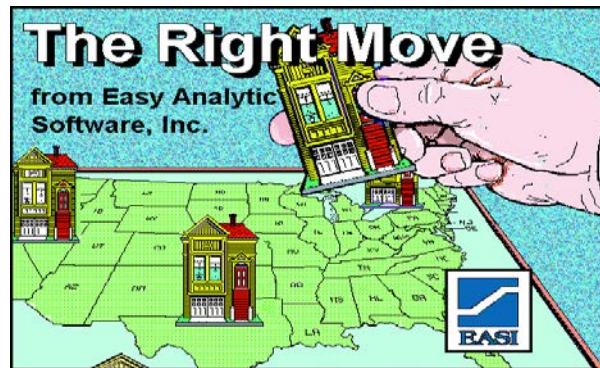
## LOCATION ANALYSIS – ANY TIME, ANY PLACE

### ***THE RIGHT MOVE***® - A MOBILE APP

The Right Move, a new **FREE** app from Easy Analytic Software, Inc. (EASI), offers two great demographic features with key data designed for **instant** analysis.

1. Free Ring studies based on any location in the US (Census based).
2. Free Updated residential ZIP Code reports.

Just download the app and anyplace, anytime get vital analysis of your location!



**The Right Move**® is a data/analysis app designed to answer location, neighborhood, ZIP Code, or site evaluation questions for education, business, and real estate professionals (including appraisers and investors). This app is also a great personal tool for those considering a move. Finally, a free demographic app that offers key current neighborhood demographics designed both for the busy professional and the curious home buyer.

With **The Right Move**® you can also share your location analyses – all reports can be emailed directly from the app.

- ➔ **FREE** - Get Unlimited US Census Demographics Ring Studies anyplace, anytime for any location and get Unlimited *Updated* ZIP Code Reports

Advanced sophisticated users like professional appraisers, real estate consultants or analysts have other options.

- ➔ **\$0.99 for 1 week** - *Users* can retrieve updated location analysis for 1 week (less than 15 cents per day).
- ➔ **\$4.99 for 1 year** - An even better deal for those that need unlimited updated location analysis; an annual license for less than 2 cents per day (worth repeating 2 cents per day)!

Each paid location report will contain the following current variables and EASI® Scores (Index calculations to make analysis simpler);

#### ZIP Code or Neighborhood Location Analysis

- **Married Families with Children (US Avg=100)**
- **Singles (US Avg=100)**
- **Older Population (US Avg=100)**
- **Above Average Education (US Avg=100)**
- **Expensive Homes (US Avg=100)**

#### Demographics

- **Population (4/1/2010 Census, Current Year 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**
- **Employees, Total (by Place of Work)**

For more information about EASI's demographics and other data services, visit [www.easidemographics.com](http://www.easidemographics.com) or email [mobileapp@easidemographics.com](mailto:mobileapp@easidemographics.com).