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BEYOND VALUE, INC. COLLABORATES WITH PFLUGERVILLE COMMUNITY DEVELOPMENT CORP. TO DEVELOP CUSTOMIZED ONLINE REAL ESTATE TOOL

Updated Zonability online subscription service provides data-driven insights into Pflugerville area real estate listings, zoning and potential property values located within city limits and ETJ boundaries.

PFLUGERVILLE, Texas — March 23, 2015 — The Pflugerville Community Development Corporation (PCDC) renewed and extended its contract with Austin-based Beyond Value, Inc. for its innovative online subscription service Zonability to provide a more robust, interactive commercial and residential real estate tool available on pfdevelopment.com.

PCDC has worked with Beyond Value for two years to utilize Zonability to provide residents, real estate professionals and businesses an easier way to evaluate residential or commercial properties in Pflugerville. In working with prospective developers, commercial real estate brokers, CEOs and company decision makers looking to locate in the Austin area, PCDC saw an opportunity to provide more comprehensive real estate information online for users. The economic development corporation collaborated with Beyond Value to add features and data to Zonability to better serve its customers.

The updated Zonability online tool provides graphically rich reports and interactive maps in print or viewable format via browser on desktop and mobile devices. The updated version now includes commercial listings from Xceligent, a leading provider of verified commercial real estate information across the U.S. Zonability added its location expertise to exclusively show only those listings relevant to Pflugerville on the PCDC website.

“We know developers and commercial investors want solid real estate information at their fingertips to evaluate opportunities, and we want to do everything we can to make the development process more convenient and easier here in Pflugerville,” said PCDC Assistant Executive Director Amy Madison.

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“With the new version of Zonability, we can now provide a host of data including availability, square footage, acreage, cost and zoning on our website with the click of a button.”

Some properties in Pflugerville City Limits and the extra-territorial jurisdiction (ETJ) have a Hutto or Round Rock mailing address, which causes confusion.

“Many people think if a property is addressed Round Rock then it is physically located there, but it could be in Pflugerville, or vice versa. The city address is tied to a post office ZIP code, not the city limits, so it is very confusing,” Madison said. “When people visit with us about a project, the first thing we do is check to see if the property is located in the Pflugerville City limits or the Pflugerville ETJ to confirm that we have the capability of collaborating with that buyer. With the new Zonability tool, anyone can get this and more information easily on our website to gather information or compare various real estate listings specific to the Pflugerville area simultaneously.”

By using Zonability, PCDC website visitors are able to quickly assess the potential for nearly 22,000 parcels within Pflugerville. The extensive data combines public record data and local zoning to show estimates of maximum potential building size, height and what business or use is possible at a location.

“Site selectors, real estate agents and brokers, investors and homebuilders benefit by having a snapshot of a property’s potential and commercial listings. Listings add to the picture of Pflugerville’s real estate market and its opportunities,” said Zonability founder Leigh Budlong.

“Every real estate agent, broker, site selector and small business with expansion plans interested in Pflugerville will find the mix of Zonability and Xceligent commercial listings on the PCDC website. Having this information readily availability through our tool is powerful because it solves a big problem by mapping the real estate listings to reflect the city and ETJ boundaries. For consumers, Zonability shows what building type, size and/or use could be possible at their property as well as next-door. It is better to have more information when making a real estate decision,” Budlong said.

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The Zonability property database encompasses 1.3 million parcels of land in 19 central Texas cities from Austin to San Antonio, and the company has plans to expand into Dallas this spring. PCDC has a unique arrangement in how it is licensed to display the complete Zonability report on its website. Reports are typically distributed through a title company or economic development corporation. A free version of the Zonability report is available for all cities in the Zonability database at <http://www.zonability.com>.

About Pflugerville Community Development Corporation

The Pflugerville Community Development Corporation promotes Pflugerville as a desirable place for new businesses to operate. The organization also supports existing businesses by helping to address their needs. PCDC can provide funding for use as an incentive to businesses to begin doing business in Pflugerville. PCDC funds, which are 4B money generated from a half-cent of the city's sales tax revenue, can also be used to construct needed infrastructure such as roads, utilities and drainage projects. Located 16 miles northeast of Austin and just south of Round Rock, Pflugerville is well-situated in Central Texas. New state highways 45 and 130 and Interstate Highway 35 all offer direct access to other nearby cities and the region's main airport. For more information, visit www.pfdevelopment.com.

About Zonability

Zonability is a powerful new web application that provides a more efficient way for real estate resource providers, such as title companies and economic development corporation, to provide their clients with reports about property potential. Zonability was developed by Beyond Value, Inc. in Austin, Texas, and is led by Founder and President Leigh Budlong. In 2011, Budlong was one of 17 people honored by the White House as a "Technology Champion of Change" for her innovative use of public data. For more about Zonability, go to: <http://www.zonability.com>.

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