

# CALGARY HOME REPORT HOMEFINDER USER GUIDE

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# 1. INTRODUCTION

## **What is HomeFinder?**

HomeFinder is a browser-based web application that was designed to make searching for a new rental space, house, or apartment more efficient and accurate. By taking into consideration multiple home-buying considerations at once you can find the best home for you and your family's situation, independent of potentially biased sources of information.

## **HomeFinder™ System Requirements**

- an internet connection
- an active subscription to CalgaryHomeReport.com
- larger screen sizes work best, running on either a tablet or desktop computer
- a current generation web browser (Google Chrome, Mozilla FireFox, Microsoft Edge, Safari)

# 1A. OPENING HOMEFINDER

1. Log into your account on CalgaryHomeReport.com
2. Navigate to your Account page by clicking the Account hyperlink located in the top right corner of the screen
3. From the Account page, click on the HomeFinder hyperlink. The HomeFinder application will open up in a new tab window of your browser, so you may need to allow pop-ups for this to happen.

If you have issues accessing HomeFinder or logging into your account contact Calgary Home Report at [support@canadahomereport.com](mailto:support@canadahomereport.com)

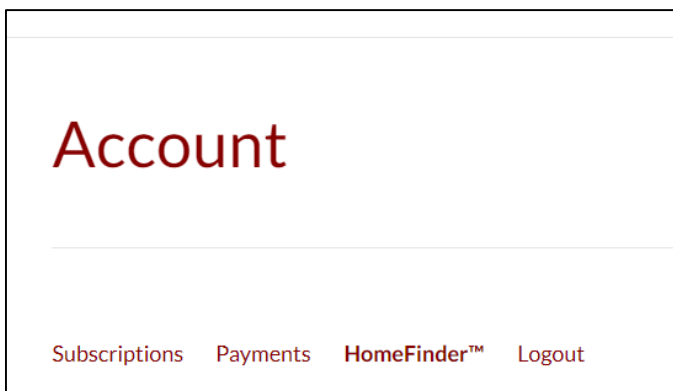


Figure 1. Account page on CalgaryHomeReport.com

# 1B. HOMEFINDER SCREEN LAYOUT

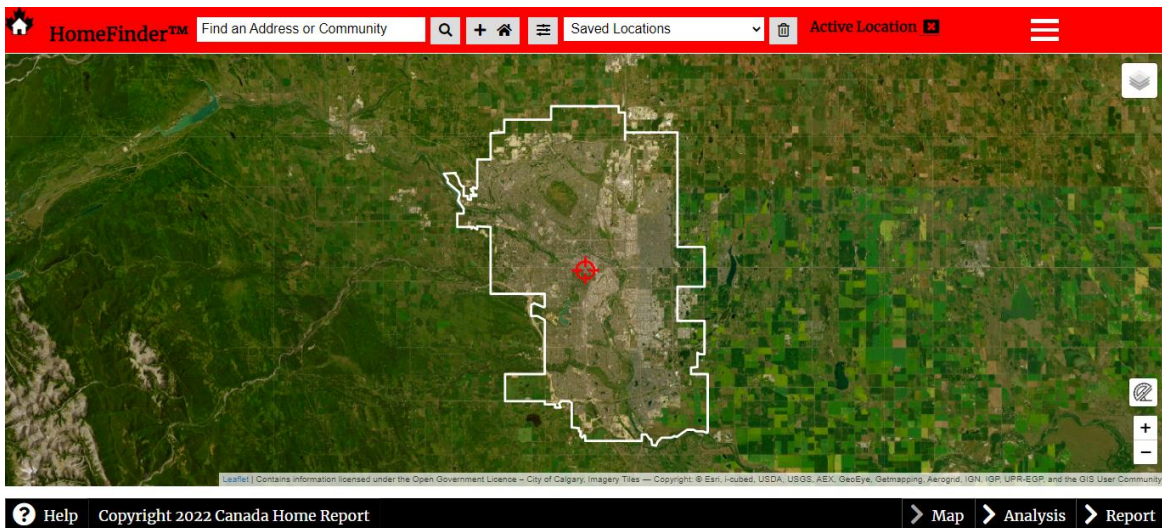


Figure 2. Screenshot of HomeFinder Startup Screen

The HomeFinder startup screen opens onto the Map tools page by default.

The Address/Search menu bar, located along the top of the screen in red, contains tools for managing your addresses and communities.

The black menu bar along the bottom of the screen contains links to our Help resources (manuals, videos) and to the three tool sets:

- The Map tools are shown by default on startup, and help you to identify the location of homes and communities for further research. It displays the different datasets CHR maintains visually on the map, enabling you to quickly discover communities that may be of interest to you, and discover the relationships between communities.
- The Analysis Section calculates community and proximity statistics for saved and active locations. You can compare 2 locations at the same time by loading both and toggling back and forth.
- The Report Section generates a report combining the map and analysis sections that you can print out or download as a PDF.

## 2. MAP TOOLS

> Map

### 2A. CONTEXTUAL TOOLS

Contextual tools are located in the top-right corner of the screen when you are viewing the Map Section. They are meant to support your home search by allowing quick access to layer toggles, distance measurement, and map zoom in/out functions.

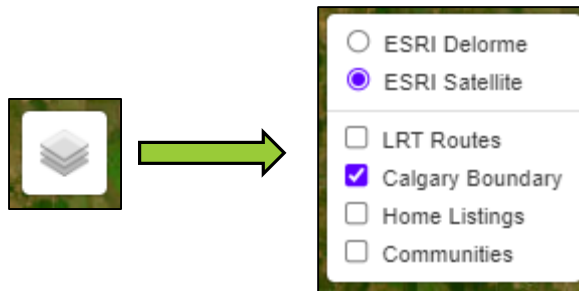


Figure 3. Layer toggle button

The layer toggle button opens up a radio-button dialog that allows you to toggle between background images, and to enable quick display of the LRT, Calgary Boundary, Home Listings, and Communities layers so you can view them in the context of whatever layer you are currently viewing.

Figure 4. Measurement button



The Measurement button, when active, lets you click on the map and measure distances between two or more points in kilometers. To complete your measurement double-click the cursor. To deactivate the tool click the button again.



Figure 5. Measurement tool in action



Figure 6. Zoom In/Out button

The zoom in/out button lets you get closer to the map to view more detail (+), or zoom out (-) to get more context.

## 2B. THE ADDRESS/SEARCH MENU BAR

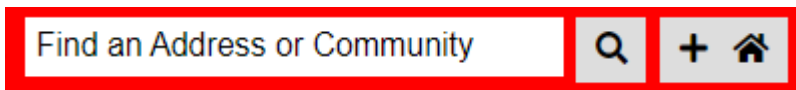




Figure 7. Address/Search Menu Bar

The address/search menu bar is used to search for and locate addresses and communities within the Calgary region. You can enter addresses or community names in the text input box then click the magnifying glass to perform an address search. Once a result is found HomeFinder's map will zoom into the address or community and display the black active home icon above it's location.

This is a good starting point for investigating a potential purchase. From this point you can then select and activate layers from the layer selection menu that are of interest to you and view them in the context of the address.

Details about the Active Location will be displayed on the right side of the screen. This lets you remember which address you are investigating at a glance. If you wish to clear the active location you can click the X button to the right ( **Active Location**  ).

Note: To create a report or generate analysis you will require either a saved or active location. To save a location you can press the Save Location button (  ).

## 2C. LAYER SELECTION

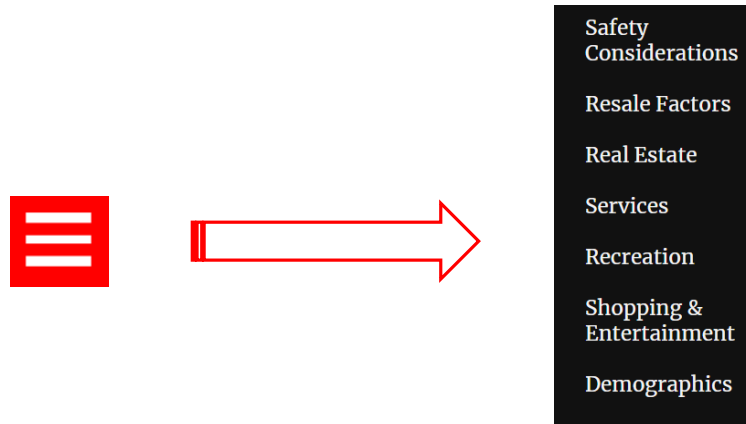


Figure 8. The Layer Selection Menu Button and Pop-up Menu

The map page permits you to explore information and data in context to the home locations and communities you are investigating. This enables you to visually recognize patterns and trends in the datasets at a glance, as opposed to statistically. This is a faster way to identify trends and areas of interest. If you prefer numbers, of course, you may view the same information in the Analysis section, or a combination of the 2 using the Report generator.

The layers available to view are broken down into 7 categories – Safety, Resale Factors, Real Estate Listings, Public Services, Recreational Opportunities, Shopping and Entertainment and Demographics.

If you are new to Calgary, these layers will quickly give you an idea where you may want to live, and alternatively which areas to avoid, based on personal preference.

For example, if you have children you may want to live adjacent to specific schools and sporting facilities, but may think twice if it's located downwind from a sewage lagoon.

## 2D. USING THE COMMUNITY FILTER



Figure 9. The Community Filter Button

Another powerful feature of HomeFinder is the ability to recommend communities based on your personal home search criteria. This can help narrow down your searching area, or expand it to include other communities in Calgary that have similar characteristics.

The filter incorporates independent and proprietary Calgary Home Report analysis not available through real estate companies.

We believe that the biggest investment in most people's lives deserves a research so that you can form an educated opinion, and we don't have a conflict of interest in which property you purchase or rent.

The screenshot shows a dialog box titled "Find a Community for You" with a blue header. On the right side of the header are buttons for "Apply Filter", "Clear Filter", and "X". The main content area is titled "Safety Considerations" and includes the instruction "Discover communities that suit your personal home safety preferences." Below this are four filter options, each with a dropdown menu labeled "<Select>":

- "I want a fire station within <Select> of my community."
- "I want a police station within <Select> of my community."
- "I want a hospital within <Select> of my community."
- "Only show me communities with a <Select> rate of crime"

At the bottom of the dialog, there is a row of five dots, with the first one being red, and a "Next" button on the right.

Figure 10. The Filter Dialog Screen

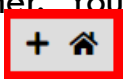
The filter consists of 5 pages of potential filtering options. Use the next and previous buttons at the bottom to move between pages, the Apply Filter button to finalize the filter selection, and the Clear Filter button to reset all filter options. The X button will also close the filter.


You may choose to set as many or as few considerations as you want, although too many restrictions will yield fewer results.

## 2D. SAVING / REMOVING LOCATIONS

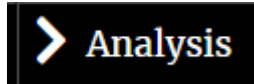


Figure 11. The Saved Locations Selector and Deletion Button

In order to proceed with the analysis and report sections of HomeFinder it's a good idea to have several locations to compare against each other. You can save found locations using the save location button (  ). Saved locations/communities remain available in the dropdown menu for access in the map, analysis and report sections for future access.

To remove locations you no longer are interested in use the Remove Location button (  ).

# 3. ANALYSIS SECTION



## 3A. SELECTING AND CREATING STATISTICS FOR LOCATIONS AND COMMUNITIES

The Analysis Section allows you to create Location and Community-specific statistics for direct comparison.

On the left side of the screen you can choose from two tabs – Home 1 and Home 2. Choose one to proceed. You can toggle back and forth between the tabs to compare statistics.

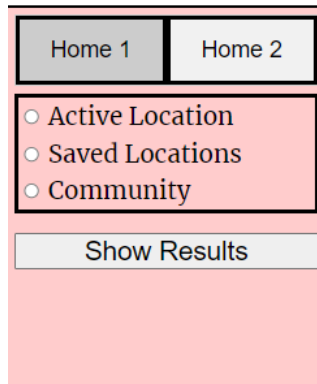


Figure 12: Analysis Dialog with Home 1 Selected

To produce community statistics, select a community name from the drop-down list. To produce statistics about your current Active Location or a Saved Location select the appropriate radio button to proceed. If there are multiple Saved Locations use the drop-down menu that displays to choose the one you want.

Once you have selected the Community or Location you want, click the Show Results button. Your results will appear on the right side of the screen.

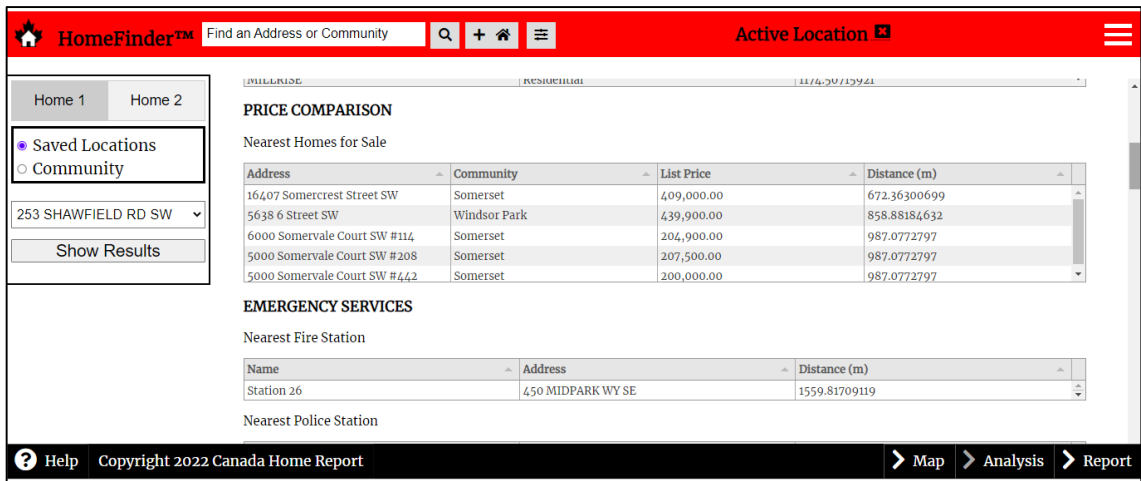


Figure 13: Analysis Results for a Saved Location

## B. COMPARING TWO LOCATIONS / COMMUNITIES



Figure 14: Home Statistics tabs

On the left side of the screen you can toggle between two tabs – Home 1 and Home 2 - to compare statistics. This is useful when trying to narrow down your list of potential homes with proximity factors like walkability or emergency response times.

## 4. REPORT SECTION



### 4A. Selecting and Creating Reports for Locations and Communities

A vertical flow diagram with a light yellow background. It consists of four rectangular boxes stacked vertically. The top box is white with a black border and contains the text "1. Choose Report Type". The second box is yellow with a black border and contains three radio button options: "Active Location", "Saved Locations", and "Community". The third box is white with a black border and contains the text "2. Create Report.". The bottom box is yellow with a black border and contains the text "3. Print/Save Report".

1. Choose Report Type

Active Location  
 Saved Locations  
 Community

2. Create Report.

3. Print/Save Report

**Figure 15: Analysis Results for a Saved Location**

The Report Section allows you to create up-to-date Location and Community-specific reports for the purposes of comparison and printing out.

On the left side of the Report screen use the radio buttons to select the type of location report you wish to generate: Active Location (for the currently active address displayed in the Map Section), Saved Locations (for addresses previously saved), or a Community report.

Community reports provide maps and statistics about a community of your choice. Active Location and Saved Location reports give you the information from the Community report, with additional categories related to the specific location.

Once you have selected the report you want, press the Create Report button. Your results will appear on the right side of the screen in a matter of seconds.

## ii. Printing / Saving the Report

With a report active, you can click the Print/Save Report button to show your browser's Print dialog window.

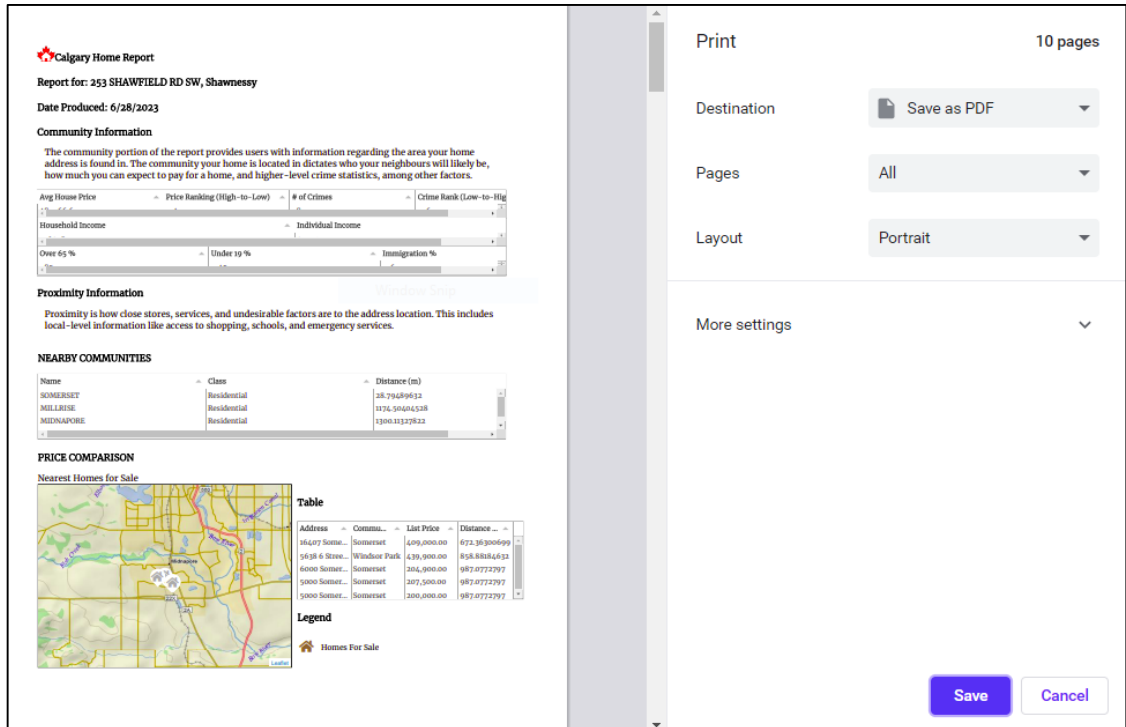


Figure 16: Chrome browser Print dialog

In the Chrome Browser you can select your printer destination as "Save as PDF" to save the report as a PDF file, or your home printer to print a physical paper copy.

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