

## Why B/T Codes?

First off, what is a “B/T?”

“B/T” is the abbreviation for “Builder/Tract”

What, then, is a “Builder/Tract?”

A “Builder Tract” is the marketing name a builder gives a tract in order to give it an identity or distinguish it from other tracts. For example, a tract named “Seaview Villas” sounds more alluring than “Tract 9876.”

At first, marketing names were just a gimmick to get people to come down and look at the new homes. After a generation or so, no one remembered what the original marketing name was and no one seemed to care.

In time, however, tracts began to develop their own identities. Real estate agents found that by including the original builder’s marketing name in the description of their listings, public interest and awareness increased.

Beginning with the Irvine Board of Realtors in the early 1980’s, Dean Rathbun offered to research all the developments in Irvine, identify their original “Builder Tract” names and assign a code that allowed computers to distinguish one tract from another. Dean assigned a two-character code to each “B/T.” These B/T Codes allowed easy input into the computer and quick recall when doing a search.

Today Dean Rathbun’s company, **The Inside Tract™**, Identifies and provides B/T Codes and Model Codes for Multiple Listing Services throughout Orange County.

Real estate agents are encouraged to use B/T and Model Codes. Using these codes allow other agents to accurately search by Tract and Model.

And you don’t have to subscribe to The Inside Tract to find these codes. Simply log on to [www.INSIDETract.com](http://www.INSIDETract.com) and click on [Tract Codes](#).