



CoreLogic®



Realist®

Flexible, Reliable,  
Results-Driven

Compete effectively with best-in-class functionality along with integrated tax and MLS data.



**MLS Configuration** offers members *a unique, tailored experience.*

**User Customization** empowers members *with a personal touch.*

Realist's **Localized** approach to property-centric data *is unmatched in the industry.*

# Realist<sup>®</sup>

## The Most Advanced Property-Centric Tool

As the leading MLS tax product for more than 25 years, the next generation Realist is continuing its position as the most trusted and innovative solution by providing robust, feature-driven functionality for MLS systems. Realist combines public record data and MLS Listing content, which allows for seamless delivery of in-depth property data and local market information.

The expertise of CoreLogic, coupled with Realist's advanced technology and database structure, efficiently and cost-effectively improves your business offering and delivers a competitive edge to your members.

# Winning Combination of Property-Centric Data.

## CoreLogic = Trusted Leader

Just like you, we take data very seriously — it's our business. In fact, we pioneered real estate data acquisition more than 50 years ago, and now retain the largest, most accurate and comprehensive property and ownership database available. Superior data collection, leading-edge delivery technology and ultra-reliable, high-capacity networks supported by multiple enterprise-class systems combine to provide your members with a strong competitive advantage.

- ▶ Proprietary collection and standardization process
- ▶ Universal code standardization across all states, counties, jurisdictions
- ▶ 97% of all U.S. real estate transactions, updated daily
- ▶ Value added data overlays (e.g., demographics, school, crime, flood)
- ▶ 99.6% accuracy at the character level — the highest standard in the industry
- ▶ 97% match rate on the assessor parcel number (APN)
- ▶ 80,000 square-foot world-class data center designed to support business-critical data

## Your Listing Data + Our Tax Data = Winning Combination

- ▶ Boost your search results using more than 30 listing attributes including property characteristics, listing number, listing status, agent or broker name and more
- ▶ Augment Property Detail Reports with your listing data
- ▶ Enhance Comparable Reports using property centric data and identify comparables that are currently on the market

MLS Listing	APN	Owner Name	Address	Beds	Total Baths	
1	123456	R1234567	Doe Jan	16548 Main Ct	3/G	2

## VISUALIZATION OF YOUR LISTING DATA

- ▶ View Active, Pending, Sold and/or Expired Listings
- ▶ Hover over parcels to display property details, listing photos and listing data
- ▶ Display Sales, Foreclosures and Listings side by side
- ▶ Use thematic mapping to spot opportunities and explain market conditions to consumers

# Power and flexibility for members, easy manageability for you.

Behind its uncomplicated interface lies a real estate data powerhouse utilizing cutting-edge technology that helps support your broad membership base. Using Realist Classic as a baseline, the new Realist was designed to increase your member's performance and profitability even more by providing tools to reinforce their position as highly qualified real estate professionals in today's competitive marketplace.

## Custom Configuration + User Controls

**Administrative Preferences** – easily manage what you deliver to your members, while providing your members greater power and flexibility

- ▶ Change field names and add regional-specific fields
- ▶ Show/hide fields to cater to the region you serve
- ▶ Upload your MLS logo to further extend your MLS presence

**User Preferences** – customize search forms and save searches including map shapes as well as dynamically interact with results in order to perform analysis

## MY SEARCH

- ▶ Match how a user wants to search with User-defined and created search forms
- ▶ Quickly search by owner name, address or APN/Tax ID/Folio
- ▶ Address Suggest use when an exact address match is not found
- ▶ Search by property characteristics, foreclosures, and more

The screenshot displays the Realist+ web application interface. On the left, a 'My Search' panel is open, showing various search criteria: Address (is), MLS Listing Number (starts with), MLS Status (Active), Bedrooms (is between 3 and 5), Baths - Total (is between 2 and 4), ZIP Code (is 80003, 80308), Selling Agent Name (starts with), and Listing Agent Name (starts with). A 'SEARCH' button is at the bottom of this panel. The main interface shows a map of Fort Collins, CO, with a 'My Region' dropdown menu open, listing various regions like Los Angeles, CA, Orange, CA, San Diego, CA, etc. Below the map is a table with 29 results, showing columns for APN, Owner Name, Address, Beds, Total Baths, and Lot Sq Ft. The table contains 7 rows of data.

	APN	Owner Name	Address	Beds	Total Baths	Lot Sq Ft
1	R0000000	Doe Jan	1100 Valmarana Ct	3	2	6696
2	R0000001	Zhang Jenni	12356 Lee Dr	3 / 4	2	6452
3	R0000002	Brown Charles	1008 Main St	5 / 4	2	6579
4	R0000003	Dee Daniel	8959 Sample St	3	1 / 2	7108
5	R0000004	Johnson John	12399 First St	5	2	7903
6	R0000005	Lu Henry	89556 First St	3	1	7656
7	R0000006	Garcia Wendy	89665 Third St	3	2	9918

## DYNAMIC RESULTS

- ▶ Retrieve results in both a grid format and displayed on the map
- ▶ Sort and reorder data columns, hide rows, and manipulate data within the results grid
- ▶ Highlight and open Map property details from the map or results grid
- ▶ Instantly view/access reports without navigating from an existing map search

# Advanced Mapping Capabilities.

Celebrating its 25 years anniversary, Realist was the pioneer in online data delivery to MLS's and it is capitalizing on its experience and exponentially advancing its functionality. Commingling Realist data with your data, Realist delivers an incredible view into market as well as a specific property — right down to the street-level with aerial maps and parcel overlays. Your members will quickly realize the benefits of a broader scope of information, with innovative features designed to give them a competitive edge.

## MAP SEARCH

- ▶ Use a map to begin your search when an exact address is unknown
- ▶ Search using multiple polygon, rectangle, or radius-shaped drawing tools; edit, resize, reposition and save shapes to identify the search area
- ▶ Hover to display property details and listing photos when available

## THEMATIC MAPPING

- ▶ Pinpoint market trend information through thematic mapping (median sale price, median home value, sales activity, median square foot cost, etc.)
- ▶ Spot Active, Pending, Sold and/or Expired listings side-by-side with homes in foreclosure and bank owned properties to get a complete market snapshot
- ▶ Identify various boundary points on the map including: school district, neighborhood boundaries, city, zip code, and more
- ▶ Print and email map images complete with the drawn shapes, property information and annotations

The screenshot displays the Realist mapping application interface. At the top left, a map shows a residential area with several red markers indicating property listings. Below the map is a search filter panel with fields for 'MLS Listing Number', 'MLS Status' (set to 'Active'), 'Selling Agent Name', 'Listing Agent Name', 'Days On Market', and 'Current List Price'. To the right of the map is a 'Trend Layer' panel with options for 'Aggregation Level' (Zip Code, Neighborhood), 'Property Type' (SFR, Condo, Both), 'Opacity Scale' (10 to 50), and 'Trend Type' (None, Median Sale Price, Median Home Value, Sales Activity, Median Sq Ft Cost, # of Homes in Foreclosure). Below the map is a table with 29 results, showing columns for APN, Owner Name, Address, Beds, Total Baths, and Lot Sq Ft. The table is sorted by APN in descending order.

APN	Owner Name	Address	Beds	Total Baths	Lot Sq Ft
R0000000	Doe Jan	1100 Valmarana Ct	3	2	6696
R0000001	Zhang Jenni	12356 Lee Dr	3 / 4	2	6452
R0000002	Brown Charles	1008 Main St	5 / 4	2	6579
R0000003	Dee Daniel	8959 Sample St	3	1 / 2	7108
R0000004	Johnson John	12399 First St	5	2	7903
R0000005	Lu Henry	89556 First St	3	1	7666
R0000006	Garcia Wendy	89665 Third St	3	2	9918

## DISPLAY OF RESULTS

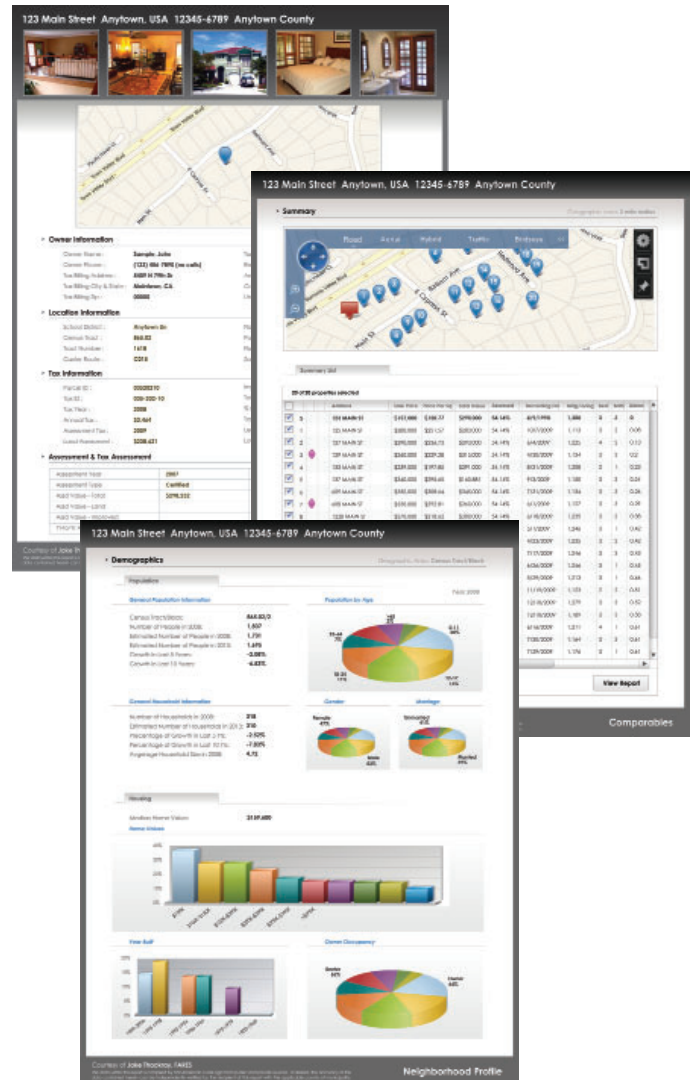
- ▶ Seamless integration between results and the map
- ▶ Search results are presented in a dynamic grid that supports sorting, column reordering, hide/display columns, movable rows, narrowing of columns, etc.

# Professional Reports.

Reports are the backbone of Realist. With more report options and a professional design that is "market ready" for your consumers, users will become dependent on the output, and in turn, reward you with their loyalty. The reports contain easy to read graphs and charts providing a complete visual perspective on a property and its local area. This powerful information will allow users to quickly disseminate information and identify what key facts to share with their buyers and sellers.

## New & Enhanced Reports

- ▶ Professional look and feel that's easy to read and comprehend
- ▶ Designer-quality reports combine MLS listing photos and data as well as map imagery, charts, graphs and a user-defined cover page
- ▶ Buyers/sellers are able to visualize broad information and explore sections further if interested
- ▶ Choose from several reports, including:
  - ◆ Property Detail
  - ◆ Comparables
  - ◆ Market Trends
  - ◆ Foreclosure Activity
  - ◆ MLS Listing
  - ◆ Nearby Neighbors
  - ◆ Neighborhood Profile and
  - ◆ Comparative Market Analysis (CMA)



## User Options

- ▶ Choose to either print or email a report in PDF format — allows you to save all correspondence in a CRM or Document Manager
- ▶ Personalize report cover letters with Agent provided information including photos, logos and contact information
- ▶ Differentiate report layouts for by on-screen, print, or email use
- ▶ Select from either quick print or professional quality to save ink through a simple user-configured print option





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