



CoreLogic®

ListSource™

Find new, better and more cost effective ways to reach prospective buyers.

Locate prospective buyers with surgical precision by utilizing the dynamic combination of property information, transactional data, demographics and analytics available in ListSource™ from CoreLogic®. With this solution, you have the ability to save time and money by focusing your marketing campaigns and budget on homeowners and business decision makers who truly need your products and services. Additionally, you can arm your employees and independent real estate brokers with the tools to reach prospective homebuyers and use the incentive programs already in place to be competitive in a particular market.

Formulate your campaign strategy and concept

Determine what action you want prospects to take and then create a campaign and list around that action. Do you want them to call a salesperson, get prequalified for a mortgage or come in for an in-person visit? Produce targeted direct marketing lists with ListSource.

Use property, ownership and loan information to target these prospective homebuyers. Whether you're marketing to potential homebuyers of multi-family homes in urban areas, lot owners, investors, second home or resort homebuyers, ListSource has you covered.

- ▶ First-time homeowners
- ▶ Move-up buyers
- ▶ Retirement community prospects
- ▶ Vacation property candidates
- ▶ And more

Geography is a required field and will enable all other search criteria such as mortgage information, property data, demographics and more.

The screenshot shows the ListSource software interface. On the left, there are search filters for 'Current List' and 'Property'. The 'Property' section includes filters for 'Property Type', 'Property Types', and 'Available Property Type'. Below these are 'Pre-set Selections' for 'Single Family Residences 1-4 Units'. At the bottom, there are 'Pre-structured specialty lists' for 'Foreclosure Prospects', 'New Homeowners', 'Nearby Properties', and 'Absentee Owners'. The main area displays a 'Sample Results (up to 3 records)' table with columns for Owner 1 Label, Owner 1 Last Name, Owner 1 First Name, Owner 1 Middle Name, Owner 1 Suffix, Owner 2 Label, Owner 2 First Name, Owner 2 Middle Name, Owner 2 Suffix, Owner Care Of, Mail Address, Mail City, Mail State, Mail Zip, Mail Zip-4, Mail Carrier Route, Property Address, Property House Number, Property House Number Prefix, Property House Number Suffix, Property House Number 2, Property Street Name, Property Post Direction, Property City, Property State, Property Zip, Property Zip-4, Property Carrier Route, Property Pre-Direction, Property Post-Direction, Property City, Property State, Property Zip, Property Zip-4, Property Carrier Route, County, Phone, Fax, Equity (%) and Length of Residence. A 'View up to three records prior to purchase' button is visible at the bottom right of the table.

View up to three records prior to purchase.

MARKETING

Leading Edge Data & Delivery

ListSource's dynamic database is updated nightly to reflect the latest property and mortgage transaction information paired with up-to-date demographic data to ensure that the homeowner profile is current. This process enables ListSource to deliver the most current and accurate direct marketing lists available. List criteria is derived from more than 134 million properties representing more than 94% of U.S. population.

- ▶ View available lead counts while building targeted lists via the quick count feature
- ▶ Download data in .csv format
- ▶ View and save PDF reports, including: Contact List, Prospecting List, Property Detail
- ▶ Print mailing labels using an industry-standard preformatted template

Marketing with Business Intelligence

Many homebuilders are looking for a solution that provides property and ownership information coupled with extensive demographic filtering capabilities—ListSource is just that and more. ListSource provides hundreds of property and demographic attributes to support virtually any property specific marketing list requirement.

- ▶ Create targeted homeowner lists with access to hundreds of property and advanced demographic attributes with coverage in over 2,350 counties nationwide.
- ▶ View counts instantly as criteria is added or deleted using the Quick Counts feature to better manage your lists.
- ▶ Use the advanced list suppression feature to eliminate duplicates that are sourced from previously purchased lists.
- ▶ Build custom searches and save searches for future use based upon property details, valuation, mortgage-related information and demographic e.g., estimated income, age, ethnicity and more.
- ▶ Print and download your customized lists for up to 180 days after ordering.
- ▶ Purchase lists easily with a subscription plan (if you run lists often) or use a credit card for one time list purchases.

The screenshot displays the ListSource web application interface. The main window is titled "Current List" and shows search criteria for "Name of List" and "Main Database". The "Criteria" section includes filters for GEOGRAPHY (STATE: 2,492,268), MORTGAGE, PROPERTY, DEMOGRAPHICS, FORECLOSURE, and OPTIONS. The "Options" section allows users to select any of the options below, including Phone Numbers, Owner Occupied Status, Trustee-owned Properties, Corporate-owned Properties, and Address Completeness Requirements. A secondary window titled "Supply Additional Information" is open, showing "Order Summary" for "New Homeowners" with a count of 3,526. It includes a "Name Your List" section, a "Select Number of Records" section (with "All 3,526 leads" selected), and an "Add Additional Fields" section. The "Available Fields" list includes Area Code, Assessment Year, and various owner information fields. The "All Selected Fields" list includes Owner 1 Last Name, Owner 1 First Name, Owner 1 Middle Name, Owner 1 Suffix, Owner 2 Label, Owner 2 First Name, Owner 2 Middle Name, and Owner 2 Suffix. Buttons for "Save Fields" and "Retrieve Fields" are visible.

ListSource provides you the option to download all records available (default) or chose to buy a subset of the total universe available. If you choose to purchase a subset of the total records, the following options are available: flat number (random), every "nth" lead with a stated maximum or a custom selection.

FOR MORE INFORMATION PLEASE CALL 866-774-3282
OR VISIT LISTSOURCE.COM

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1-LSHMB-0915-01



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