



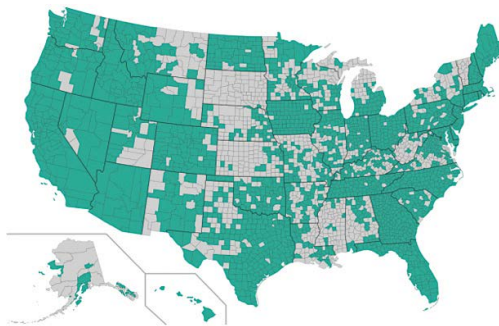
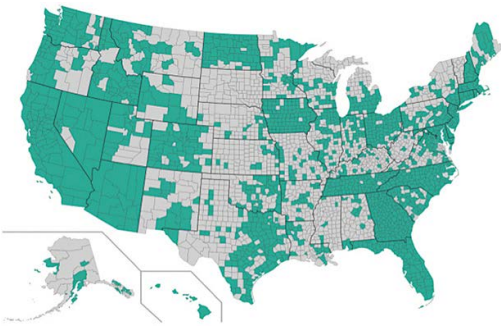
# Strategic Title Business Insight

Marketrac® provides vital insight into title, lender, builder and attorney market share information and market activity using key performance indicators.

- ▶ Gain rare, accurate and strategic competitive intelligence
- ▶ Access publicly recorded property transactions through a user-friendly website
- ▶ Choose from dozens of report options for tracking title and geographic area transaction volume
- ▶ Create customizable reports based on multiple search filters including companies, geography, transaction type and more
- ▶ Obtain timely market share reports for title companies in more than 1,200 of the most populous U.S. counties
- ▶ Review property transaction activity in over 2,100 counties across the U.S.

2011 Marketrac coverage by county

2014 Marketrac coverage by county



Marketrac enables business managers to customize search results based on geographic selection (state, county, CBSA or zip code level), time period and transaction types in response to dynamic business needs. Source data is collected daily from original documents within days of recording, and critical data elements are key-verified resulting in the most accurate and up-to-date reports available anywhere.

## REAL ESTATE ANALYTICS

### PRODUCT HIGHLIGHTS

- ▶ Gain targeted market insight by pulling competitive analysis as the month progresses instead of waiting for month-end data
- ▶ Pinpoint each title company's share of transaction volume in each period
- ▶ Identify relationships between title companies, lenders and builders to find opportunities to increase market share
- ▶ Study market trends and competitive title order activity
- ▶ View transactions by product or geography to uncover competitor strategies
- ▶ Establish sales goals based on market potential
- ▶ Measure competitive market share by geographic area, loan and transaction type
- ▶ Identify markets for geographic expansion

FOR MORE INFORMATION PLEASE CALL 866-774-3282

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