

## Prospecting Lists Component

Data Card

ListSource's dynamic database is updated nightly to reflect the latest property and mortgage transactions, delivering the most up to date direct marketing lists available. List criteria is comprised of more than 94% of the U.S. population providing the breadth and depth necessary to implement highly strategic marketing campaigns.

Users can quickly create lists based upon property details, projected market valuations and current mortgage information as well as demographic information.

### Geography

Begin your search with the geographic data elements necessary to pinpoint your targets.

- ▶ Area Code
- ▶ Census Tract
- ▶ City
- ▶ County
- ▶ FIPS Code
- ▶ Legal Block/Building
- ▶ Legal Lot/Unit
- ▶ Legal Plat Book/Page
- ▶ Map Book Page and Grid
- ▶ Map Search
- ▶ MSA
- ▶ Municipality / Township Name
- ▶ Parcel ID
- ▶ SCF
- ▶ State
- ▶ Street Name
- ▶ Subdivision
- ▶ Tax Rate Area
- ▶ Township-Range-Section (TRS)
- ▶ Tract Number
- ▶ Zip Code
- ▶ Zip + Radius
- ▶ Zoning

### Mortgage

Utilize the mortgage-related data elements to create precisely targeted marketing campaigns.

	ARM Rider Elements	1st/ Junior Mortgage Elements	Specialized Mortgage Elements
Interest Only	X		
Interest Rate % Change Limit	X		
Interest Rate Change %	X		
Interest Rate Change Date (Initial)	X		
Interest Rate Change Date (Next)	X		
Interest Rate Change Frequency	X		

	ARM Rider Elements	1st/ Junior Mortgage Elements	Specialized Mortgage Elements
Interest Rate Index Type	X		
Interest Rate Maximum %	X		
Negative Amortization	X		
Payment Option	X		
Prepayment Penalty	X		
Prepayment Penalty Expiration Date	X		
1st / Junior Mortgage Balloon Loan		X	
1st / Junior Mortgage Date		X	
1st / Junior Mortgage Lender Address		X	
1st / Junior Mortgage Term		X	
1st /Junior Mortgage Amount		X	
1st /Junior Mortgage Loan Rate Type		X	
1st /Junior Mortgage Reverse		X	
1st Mortgage LTV		X	
1st/ Junior Equity Loan		X	
1st/ Junior Mortgage Assigned Date		X	
1st/ Junior Mortgage Interest Rate		X	
1st/ Junior Mortgage Matured Mortgage		X	
1st/ Junior Mortgage Maturity Date		X	
1st/ Junior Mortgage Primary Loan Type		X	
1st/ Junior Mortgage Transaction Type		X	
1st/Junior Credit Line Loan		X	
1st/Junior Mortgage Lender Name		X	
1st/Junior Mortgage Assigned Lender Name			X
Combined LTV			X
Combined Mortgage Amount			X
Current Home Value			X

	ARM Rider Elements	1st/ Junior Mortgage Elements	Specialized Mortgage Elements
Equity (\$)			X
Equity (%)			X
Junior Present Include /Exclude			X
Length of Residence			X
Private Party Loan			X
Seller Carry Back Loan			X

## Demographics

Easily profile and target homeowners based on behavioral and lifestyle attributes. This solution offers expanded demographic data with hundreds of filter options.

	Homeowner/ Household Attributes	Lifestyle/Interests Attributes
Age	X	
Education	X	
Estimated Income	X	
Ethnicity	X	
Gender	X	
Language	X	
Marital Status	X	
Occupation	X	
Presence of Children	X	
Year of Birth	X	
Business Owner Indicator		X
Contributor		X
Credit Card		X
Direct Mail		X
Interests		X
Investments		X

	Homeowner/ Household Attributes	Lifestyle/Interests Attributes
Lifestyle Attributes		X
Magazines		X
Religion		X

## Foreclosure

Easily pinpoint distressed properties in various stages of foreclosure.

	Pre-Foreclosure (Default)	Pending Auction Sale	Bank Owned (REO)
Attorney Name	X	X	
Attorney Phone	X	X	
Case Number	X	X	
Default Amount	X	X	X
Default Date	X	X	X
Document Number	X	X	X
Document Type	X	X	X
Filing Date	X	X	X
Foreclosure Effective Date	X	X	
Lender Address	X	X	
Lender Name	X	X	X
Lender Phone	X	X	
Lien Position	X	X	X
Original Document Number	X	X	
Original Lender	X	X	X
Original Mortgage Amount	X	X	X
Original Recording Date	X	X	X
Plaintiff	X	X	
Recent Added Date	X	X	X

	Pre-Foreclosure (Default)	Pending Auction Sale	Bank Owned (REO)
Trustee Address	X	X	X
Trustee Name	X	X	X
Trustee Phone	X	X	X
Trustee Sale Number	X	X	X
Unpaid Balance	X	X	X
Auction Address		X	
Auction City		X	
Auction Date		X	X
Auction Recording Date		X	
Auction Time		X	
Estimated Minimum Bid		X	X
Bank Owner			X
REO Recording Date			X
REO Sale Date			X
REO Sale Price			X
Sale Date			X

## Property Characteristics

Zero in using the exact characteristics you're searching for in a prospect.

	Property Sale/ Transfer Elements	Assessment/ Tax Elements	Property Characteristics Elements	Ownership Elements
Last Market Recording Date	X			
Last Market Sale Date	X			
Last Market Sale Deed Type	X			
Last Market Sale Price	X			
Last Market Sale Price Type	X			
Owner Transfer Recording Date	X			

	Property Sale/ Transfer Elements	Assessment/ Tax Elements	Property Characteristics Elements	Ownership Elements
Owner Transfer Sale Date	X			
Owner Transfer Sale Price	X			
Prior Market Recording Date	X			
Prior Market Sale Date	X			
Prior Market Sale Price	X			
Improved %		X		
Improved Value		X		
Land Value		X		
Homestead Property		X		
Total Assessed Value		X		
Assessment Year		X		
Property Tax Amount		X		
1st Floor Area			X	
2nd Floor Area			X	
Above Area Grade			X	
Air Conditioning			X	
Basement Area			X	
Basement Type			X	
Bathrooms			X	
Bedrooms			X	
Buildings - Total Number of			X	
Construction Type			X	
County Land Use Code			X	
Exterior Wall			X	
Fireplace			X	
Foundation			X	
Garage Area			X	

	Property Sale/ Transfer Elements	Assessment/ Tax Elements	Property Characteristics Elements	Ownership Elements
Heat Type			X	
Living Area			X	
Lot Area			X	
Parking Spaces			X	
Parking Type			X	
Porch/Patio Type			X	
Property Type			X	
Roof Material Type			X	
Rooms - Number of			X	
Site Influence			X	
State Land Use Code			X	
Stories/Floors			X	
Style			X	
Swimming Pool Present			X	
Units -Total Number of			X	
Waterfront Influence			X	
Year Built			X	
Complete Phone				X
Mailing Address				X
Owner 1 Name				X
Owner 2 Name				X
Owner Occupied				X
Property Address				X

### Suggested Users

- ▶ List Brokers
- ▶ Direct Marketers
- ▶ Mortgage Originators
- ▶ Insurance Companies
- ▶ Consumer Marketing
- ▶ Lenders
- ▶ Mortgage Marketing Professionals

### Data Highlights

- ▶ Updated daily to deliver the most accurate and timely property and mortgage transaction information
- ▶ Data from over 134 million properties
- ▶ 94% coverage of the U.S. population and growing
- ▶ Over 500 million historical transactions

### Usability Highlights

- ▶ This depth of data enables the creation of precisely targeted marketing lists
- ▶ Flexible file formats, (e.g., CSV files, contact list, mailing labels)
- ▶ Duplicate records eliminated in real time
- ▶ Ease of use
- ▶ Speed of system
- ▶ 180-day archive
- ▶ Online suppression
- ▶ Dynamic run counts
- ▶ Adjust criteria
- ▶ Preview available leads before purchasing

To learn more about ListSource, call 1-866-774-3282 or visit [listsource.com](http://listsource.com) today.

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