

Property Profiles

Product Use Guide

Your single source for real estate information

Today there is a wealth of real estate information available. While the pieces of the real estate information puzzle now reside in numerous places on the Web, professionals can lose valuable time traveling from site to site, trying to pull together the necessary information. Now title and real estate professionals can enjoy one-stop shopping for online information and services covering local, regional and national real estate transactions.

Using the Property Profiles service on www.propertyinfo.com, users can access the real estate information needed to market their services and become the area expert. Property Profiles delivers real estate data, maps and aerial imagery, county and state records and customized tools, reports and lists. It is remarkable for its ease of use, up-to-date information, and the breadth and depth of information available.

For the title company:

Property Profiles opens the door to new revenue opportunities and enhanced service offerings for title agents in a downward market.

- » Enhance the Title Customer Service Department
 - Provide products upon request (labels, profiles, downloads)
- » Offer real estate professional accounts new services
 - Provide your customers with direct access to the product
 - Use the administrative module for monitoring and/or limiting your customers' access
- » Add a kiosk to the reception area highlighting local property information
- » Create real estate professional marketing packages
- » Integrate Property Profiles with SureClose®, online transaction management
 - Use the print driver to send specific Property Profiles to SureClose
- » Improve the title and escrow process with Property Profiles and AIM® for Windows®
 - Supply a profile for each order entered into AIM title and escrow production system, via Order Desk



- » Offer Title Plants one-stop for search needs
 - Verify ownership, address and legal description
 - Show boundary and radius maps for zoning notifications

For the real estate professional:

In today's market real estate professionals are faced with the challenge of continuously growing their book of business while maintaining a competitive advantage. With Property Profiles, real estate professionals can become a marketing expert in their targeted area.

1. Market Yourself

- » Control your own marketing campaign
 - Target the right types of properties
 - Target the right types of owners
- » Create professional listing packages
 - Use more than just the MLS listing sheet
 - Stand above the crowd with professional reports
 - Include school information
 - Include demographic information

- » Build marketing lists and labels
 - Create “Just Listed” or “Just Sold” lists and labels
 - Target mailing with a certain radius from a subject property
 - Search by subdivision
 - Perform map-based geographic search
 - Create Open House invitations
 - Invite nearby owners
 - Invite investors of nearby properties
 - Invite a mortgage professional to pre-qualify buyers
 - Invite nearby renters
 - Find the perfect properties and owners
- » Create lasting relationships
 - Help the home owners in a subdivision fight their taxes based on preliminary values
 - Create homeowners lists for the neighborhood association
 - Meet members, build relationships for future referrals
 - Advertise in newsletters promoting you as the area specialist
- » Create mailing lists for area businesses for joint marketing
 - Mortgage companies
 - Insurance companies
 - Pool companies
- » Find homes that sold in a certain period:
 - Time to buy again
 - Time to remodel – partner with local remodeler



2. Become the area specialist

How well do you know your market? With the right information at hand you can become the area specialist – in turn better serving your customers.

- » Target properties in a subdivision or tract
- » Help the builder find vacant properties in your area
- » Offer free Property Profiles to consumers in the area
- » Specialize in certain types of properties
- » Provide a CMA to help in price determination
- » Describe the area in your listing packages with:
 - Demographics
 - Schools
 - Businesses
 - Aerial imagery
- » Become a relocation specialist

3. Expand your service offerings to investors

With the right real estate information, title agents and real estate professionals can grow their business with the ability to target new markets.

- » Non-owner occupied
 - Owners may be investors
 - Landlord may want to sell
 - Landlord may need a maintenance company
 - Target with “Just Listed” or “Just Sold” campaign
- » Bank-owned property
 - Bank looking to unload REO
 - Bank looking for maintenance company
 - Banks need comparable – help build the Broker-Price-Opinion
- » Out-of-state owners
 - May be looking for additional properties
 - May be looking to sell properties

4. Create new marketing opportunities by targeting renters

- » Renters of single-family homes are more likely to buy a home over apartment dwellers
- » Invite renters to an Open House in their area
- » If they can afford the rent, they can afford to own

Property Profiles provides your single source for real estate information.

PropertyInfo – Your trusted technology provider for every step of the real estate transaction process.