



Special Data Products

FUND SPECIAL DATA PRODUCTS ARE A PROVEN AND COST-EFFECTIVE WAY FOR YOU TO EXPAND YOUR CLIENT BASE.

As a special service for members, we make The Fund's huge ATIDS repository of property and public record information — which covers nearly 40 counties — available to you in a variety of reports. For instance, you can focus your client development efforts by reviewing mortgage data to determine which lenders are issuing the most real estate loans in your area.

The Special Data Products (SDP) reports are also an excellent way for you to help your *existing* clients find new prospects, which in turn is the most direct method of increasing your firm's billings.

SDP information is extremely up-to-date and can be customized to meet your practice's particular needs. You can specify a particular geographic area (even down to a single zip code), include only those mortgages over a certain amount, see who recorded privately held mortgages within a set time period, and much more.

Best of all, prices for SDP reports are very affordable; they range from approximately \$25 to \$75 per report, depending on report type, number of records and counties, time frame, and other variables. The customized reports are available on a one-time basis, or on a subscription basis at substantial savings; and we can deliver them on diskette or in printed form.

On the following pages, you can read in detail about the information contained in five of our Special Data Products. A number of your Fund colleagues are using these reports to grow their practices — and we're convinced they can be valuable, yet economical, sources of new information and new business for you as well.

SELECT LENDER REPORT

The Select Lender report is the most requested of The Fund's Special Data Products by members and paralegals. It is a listing of all mortgage

transactions recorded that involve a specified lender in a given county and within a given time period.

The report will allow you to objectively determine how much business you're doing with a particular client.

For instance, if your firm wants to expand your relationships with several lender clients, you should be armed with data showing how much and what type of business is currently being done by them. Are they making primarily residential loans? High-dollar commercial loans? How much of their total business is your firm actually getting?

With Select Lender report data, you can take all those factors into account — and then tailor your business call based on objective facts, rather than on a vague “feeling” or tips from secondhand sources.

The report clearly shows the buyer/borrower name and address (when available), the property address (when available), the date of filing, the mortgage amount and type, and the legal description.

MORTGAGE REPORT

This report lists all mortgages recorded in a given county in a given time frame. By looking at the mortgages, your firm can identify which lenders are the major players — and then you can concentrate on developing more business from those lenders.

“Special Data Products offered by Data Marketing Services provide my office with information that is not readily available from other sources. In today's marketplace, good information is necessary to compete successfully.”

- Robert Schimmel
Hessen, Schimmel and
De Castro, P.A.
Miami

“The data my firm receives from The Fund is invaluable in helping us market to new mortgage clients. With The Fund's information, we have a greater 'hit ratio' than with any other data provider.”

- James D. Rudd
Eversole & Rudd, P.A.
Fort Lauderdale

You can specify, for example, that your report show only those lenders making loans over \$200,000, and only for the past month.

Actually, a number of Fund members have found the Mortgage report to be most valuable on an ongoing basis, because it enables them to identify trends over time.

As with other SDP reports, you can get very detailed, specifying that the information include only a specific zip code or property type.

"I receive a weekly report regarding real estate transactions for consideration or loan amount over \$500,000. This has been a valuable aid to me in keeping up with what is going on in the Tallahassee/Leon County real estate business community, as well as providing valuable information for my clients and for negotiations with third parties."

- John C. Lovett
Katz, Kutter, Haigler,
Alderman, Bryant & Yon
Tallahassee

LIS PENDENS REPORT

This report is of special value to property investors — that is, existing and potential clients for your firm — because it identifies pre-foreclosure properties. Armed with this information, you can demonstrate to clients and prospects your ability to provide them with timely, actionable data that can save them money — which in turn can expand your billings and client base.

The Lis Pendens report categorizes properties by filing party, defendant name, date of filing, legal description, case number, and several other factors.

By showing these categories, the report also identifies foreclosure litigation opportunities, which can quickly result in additional business for your practice.

MATCHED DEED AND MORTGAGE REPORT

This report contains information from both the deed and mortgage documents that pertain to the same real estate transaction. It identifies for you which areas of a particular county have the most real estate activity.

Utilizing the Matched Deed and Mortgage report will also help you determine which lenders have the greatest market share in your area.

Specifically, the report lists sales and mortgage amounts, buyer/borrower name and address, seller name, lender name and address (when available), mortgage type, legal description, and more.

Overall, a simple analysis of this report can give you a clearer picture of real estate activity in any one or more of nearly 40 Florida counties. You can quickly tell how much market share you have in an area — and see opportunities for increasing that share.

PRIVATELY HELD MORTGAGE REPORT

The Privately Held Mortgage report includes pertinent information from the mortgage document. It pinpoints mortgages with an individual party as the lender.

The report has been very popular with mortgage brokers (a good source of new business for your practice), especially those brokers who actively purchase mortgages or offer refinancing services.

The Privately Held Mortgage report lists, within a time period you specify, buyer/borrower name, lender name and address (when available), property address (when available), date of filing, mortgage type and amount, legal description, and more.

You can specify any one or more of the nearly 40 Florida counties the ATIDS repository covers.

A number of your Fund colleagues are using these reports to grow their practices — and we're convinced they can be valuable, yet economical, sources of new information and new business for you as well.

SPECIAL DATA PRODUCTS CONTAIN A WEALTH OF INFORMATION YOU CAN USE TO BUILD YOUR BUSINESS —YET THEY'RE VERY AFFORDABLE.

Many of your Fund colleagues are making SDP reports an integral part of their client development programs, including helping current clients find prospects — which should result in increased business for your firm.

We can select this ATIDS data by many different criteria, so you receive a report tailored to your particular needs and areas of interest. And we can deliver it to you electronically, on diskette, or in printed form. Pricing is low, ranging on average from just \$25 to \$75 a report, depending on type, number of counties, number of records, time frame, and other factors.

SDP costs are even more economical when you order reports on an ongoing subscription basis.

To see how quickly and cost-effectively SDP reports can put new business information at your fingertips, simply call the Data Marketing Services department at (800) 336-3863, ext. 7333. Or see our Web page at www.thefund.com/services/sdp.cfm.

REPORT INFORMATION AND SELECTION OPTIONS

Depending on which SDP report you choose, you'll see this type of information:

- Buyer/Borrower Name
- Seller Name
- Lender Address (when available)
- Date of Filing
- Sales Price
- Mortgage Type
- Buyer/Borrower Address
- Lender Name
- Property Address (when available)
- Mortgage Amount
- Legal Description

Depending on which SDP report you order, you can specify a variety of selection options:

- County/Countries
- Mortgage Type
- Minimum/Maximum Sales Amount
- Specific Zip Code(s)
- Property Type
- Deed Type
- Minimum/Maximum Mortgage Amount
- Time Period
- Electronic, Diskette, or Printed Report Format

INFORMATION AVAILABLE IN NEARLY 40 COUNTIES WITHIN THE STATE OF FLORIDA

Alachua	Flagler	Marion	Pinellas
*Bay	Hendry	Martin	Polk
Brevard	Hernando	Monroe	St. Lucie
Broward	Hillsborough	*Okaloosa	Santa Rosa
Charlotte	Indian River	Okeechobee	Sarasota
Collier	Lake	Orange	Seminole
Dade	Lee	Osceola	Sumter
DeSoto	Leon	Palm Beach	Volusia
Escambia	Manatee	Pasco	*Walton

*Information not yet available in these counties.

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