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*Special Data Products*

*The Fund*

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SPECIAL DATA PRODUCTS

## SPECIAL DATA PRODUCTS FROM THE FUND ARE A GREAT WAY TO HELP YOU BETTER SERVE CUSTOMERS, MEET YOUR DATA NEEDS, AND DEVELOP NEW CLIENTS.

The Fund is by far Florida's largest real estate property title insurer, and as such we have a huge repository of property and public record information, covering nearly 40 of the state's most populous counties. For several years, we have been making this data available to a wide variety of businesses, especially mortgage brokers, real estate reporting companies, marketing firms, and other real estate-related companies.

Our information is accurate and up-to-date (generally just 7 to 10 days behind the county filing), and you can obtain very specific data by selecting from many variables, such as by county, mortgage type, property type, time period, and more.

On the following pages you'll find diverse ways a number of companies make our data work for them. Keep in mind that there are many other possibilities, and our Data Marketing Services personnel are always glad to talk with you about adapting our information to suit your individual needs.

### REFINANCE COMPANIES AND MORTGAGE BROKERS

Refinance companies and mortgage brokers regularly use SDP mortgage information to identify mortgage holders who have higher interest rate loans; such borrowers are then pinpointed as good prospects for refinancing. As a result, you can develop marketing messages that speak directly to lowering payments. You can also order Matched Deed and Mortgage reports to compile quality leads, and then sell your services accordingly.

In addition, you can make good use of our privately held mortgage data: employ it as prospect lists that allow you to contact individual lenders regarding the cashing out of their mortgages. You can also identify commercial borrowers with balloon mortgages; then, prior to the maturity date, contact these prospects with an offer to refinance their mortgages.

#### REAL ESTATE REPORTING COMPANIES

Our Deed and Mortgage data allows you to track sales in any of the nearly 40 counties, or various combinations of counties and smaller areas — even down to specific zip codes. You can also use this information to spot trends in price ranges, for instance; this type of detailed, quantifiable information forms an excellent base for market analysis, forecasting, and projections. Both current and historical data are available, so your reports can identify trends over time as well.

“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, John Galt Company  
Fort Lauderdale

## MARKETING COMPANIES/LIST BROKERS

We offer you the ability to purchase information not only on a county-by-county basis — but also within specific time frames, sales price ranges, and other variables. Deed information, for example, can be used to identify and target new homeowners within certain areas.

And, based on what they paid for their home, strong inferences can be made about their household income, leading to many other highly targeted marketing appeals. Our data is also ready-made to help compile new homeowner lists, which you can then sell to various businesses and advertisers.

## NOTICE TO OWNER COMPANIES, FINANCIAL INSTITUTIONS, CREDIT REPORTING SERVICES

Notice to Owner companies find our notices of commencement, mechanics lien and releases, tax lien, and judgment information particularly valuable. You can quickly add it to your existing databases, which in turn you can make available to your customers, especially those in construction-related industries.

Financial institutions request our mortgage information — such as all mortgages within specific price ranges, time frames, or a particular lender — to get a clear, accurate picture of what type and how much mortgage business is being conducted in a specific area. You can also use our matched deed and mortgage data to look at equity amounts and terms of sale, thus seeing if your lending policies are in line with other institutions. You can even use our data to create databases of prospects for your financial planning programs.

Credit reporting services can enhance databases by adding the most current public record real estate information, specifically: judgments, liens, releases, mechanics liens, and lis pendens recordings.

#### IT'S SO EASY FOR YOU TO ACCESS OUR HELPFUL DATA

We'll provide any of our data in your choice of formats: electronic delivery, on diskette, on mag tape, or as a printed report. You can have your data customized in a wide variety of ways, some of which are listed on the next page. You'll find our costs are very reasonable; most of our customers pay on a per-record subscription basis, with contracts negotiated on volume, frequency, and other factors.

"For several years, The Fund has been providing us with monthly sales transaction information for seven Florida counties in a format suited to our very specific and voluminous needs. The Fund has been extremely helpful in making the information gathering process more timely and efficient for us."

- Toni Pacelli-Hinkley, Program  
Manager, Real Estate Profiles  
PricewaterhouseCoopers, L.L.P.

For more information about how The Fund's accurate, up-to-date, wide-ranging data can be of help to your company, simply give our Data Marketing Services department a call at (800) 336-3863, ext. 7333. Or see our Web page at [www.thefund.com/services/sdp.cfm](http://www.thefund.com/services/sdp.cfm).

## SAMPLE REPORT RECORD

This sample record from our Mortgage report gives you an indication of how information is arranged. Of course, the data included in various types of reports differs, with some reports featuring more information than is shown in this example. Our goal is to help you by formatting the information in a clear and easy-to-read manner.

Source Document: or 17524/1336

Date of Filing: 2/11/1997

Date of Instrument/Document: 02/01/1997

Type of Instrument/Document: M (Mortgage)

Mortgage Amount: \$1,400,000

Mortgage Type: Conv

Rate Type: Fixed

Borrower: Braddock & Assoc., Inc.

Lender: 1st Union Natl. Bank FL

Lender Address: P.O. Box 2080 225 Water St.

Jacksonville, FL 32231-0010

Legal Description: LT 8-10 Less E5' & LT 17-21 BLK 2\$PB 2/13\$

Subdivision Name: Highland Park

## DATA AND SELECTION OPTIONS

Depending on which type of data you choose, you'll see information such as:

- 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 type of data you order, you can specify a variety of selection options:

- County/Counties
- Mortgage Type
- Minimum/Maximum Sales Amount
- Specific Zip Code(s)
- Property Type
- Deed Type
- Minimum/Maximum Mortgage Amount
- Time Period

## 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	Okeechobee	Santa Rosa
Charlotte	Indian River	*Okaloosa	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.

Attorneys' Title Insurance Fund, Inc. | Now You Know.®



Data Marketing Services  
P.O. Box 628600  
Orlando, FL 32862-8600  
800-336-3863  
[www.thefund.com](http://www.thefund.com)