

Realcomp Launches Realist®!

A New Public Record Data Option for MLS Subscribers

What is Realist®?

Realist® is a national public record data product of First American Real Estate Solutions™. Realcomp is the exclusive provider of the Realist® product for all of First American's MLS accounts across the state of Michigan.

For Realcomp Subscribers, the program is a second source of public record data which has been integrated with Realcomp *Online*®, our web-based MLS system.

Realist® delivers property data, maps, market information & more! Realcomp Subscribers can access Realist® two (2) different ways:

1. From the PRD (Public Record Data) menu of Realcomp *Online*®.
2. By doing a search from any of the county databases (except for *Lenawee and Grand Traverse counties*) and clicking the **R** hyperlink to reference Realist® details.

Public Records	Data Sharing
Prd Update Status	
Saved Search	
Detroit	
Genesee	
Grand Traverse	
Ingham	
Jackson	
Lapeer	
Lenawee	
Livingston	
Macomb	
Monroe	
Oakland	
Saginaw	
Sanilac	
Shiawassee	
St. Clair	
Washtenaw	

Realist

Realcomp Online - Microsoft Internet Explorer

Monday, May 15, 2006

Property Listing - One Line 1

Property ID	Property Address	Owner	Category	
32828912129002	1830 N GILLEY RD	HENRY JONES	RS	80,000.00
59048010077000	21639 TULIPWOOD ST	HENRY JONES	RS	104,000.00
80062020060000	9648 ESSEX ST	HENRY L JONES L	RS	67,000.00
83182030089000	14210 FOND BLUFF DR	HENRY A JONES	RS	150,000.00

View Selected Print Selected Map Selected

Searching MYTIME PRD for
OWNER LAST NAME starting with jones
AND OWNER FIRST NAME starting with henry

Realist® Features

- Secondary Source of Public Record Data (PRD) for Realcomp MLS Subscribers
- The *User Preferences* Module Saves Your Preferences for Searching and Reporting
- Easy Report Customizations
- Access to Quick Comparables in PRD
- Phone Numbers Scrubbed Against the National Do-Not-Call Registry
- Search Up to 10 Streets at a Time
- Create Mailing Labels in a Snap!
- Create Mailing Labels for Your "Just Sold" Postcard Mailings to Neighbors
- Easy Data Export Utilities
- Frequently Asked Questions (FAQs)
- And MORE!

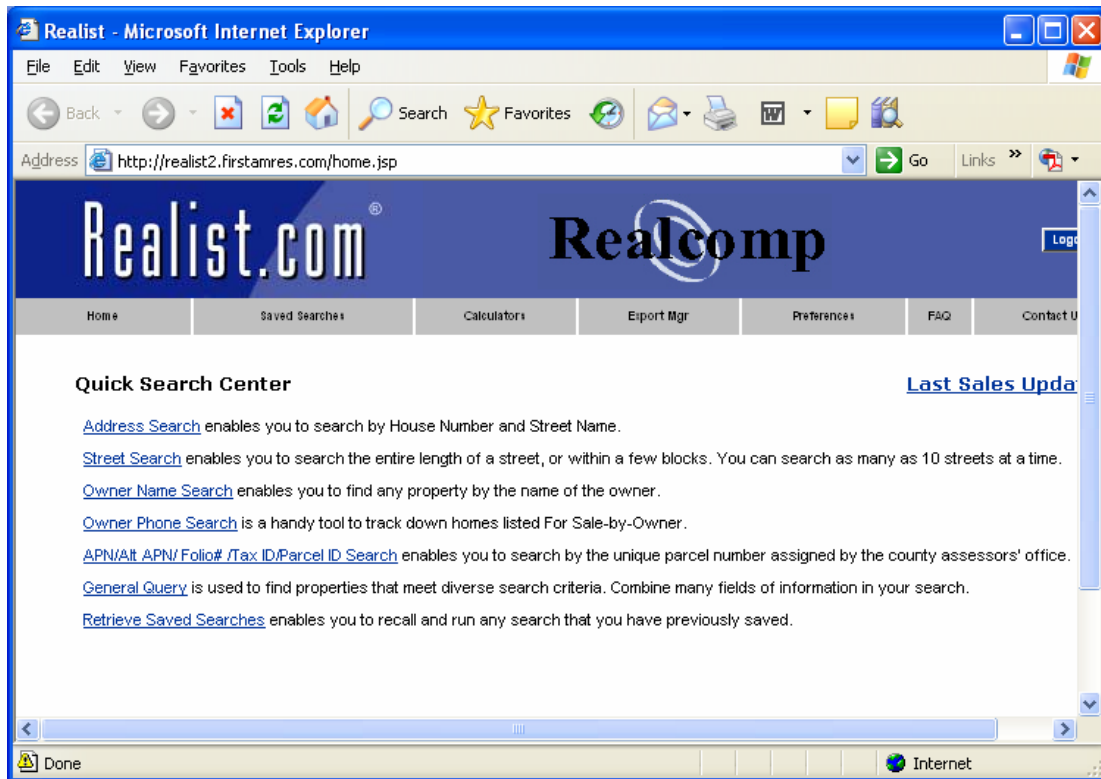
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Realist® Benefits

Here are just some of the benefits of the Realist® Public Record Data program:

1. Users have the ability to conduct a number of different searches including: **Address Search**, **Street Search**, **Owner Name Search**, **Owner Phone Search**, **Tax ID Search**, **General Query**, and **Retrieve Saved Search**.



2. The **Street Search** function allows users to search for up to 10 streets at a time.
3. Users have the ability to establish your own searching and reporting preferences in the **My Preferences** module before using the program. This allows you to setup specific search defaults for your searches and decide the types of data (i.e. projected assessed values, assessed values, assessed value ratios, price per square footage, etc.) you would like to include in your reports. Having the option of being able to decide ahead of time how you want these items displayed is a great customization feature available to each user.
4. The **Refresh List** option allows you to display your matches in either the “multi-line” or “single-line” view and toggle between the two (2) views, if you so choose.

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5. Each **Detail Report** can be easily customized by simply selecting the type of data desired for inclusion in the report. The types of data can be included or excluded by checking or un-checking data type categories that are located on the left-hand side of the screen. These include the following category choices:

- | | | | |
|--|---|--|---|
| <input checked="" type="checkbox"/> Owner Info | <input checked="" type="checkbox"/> Location Info | <input checked="" type="checkbox"/> Tax Info | <input checked="" type="checkbox"/> Characteristics |
| <input checked="" type="checkbox"/> Last Market Sale | <input checked="" type="checkbox"/> Sales History | <input checked="" type="checkbox"/> Mortgage History | |

The **Detail Report** contains the **homeowner's phone number** as long as it has not been registered with the national do-not-call registry. If the homeowner has registered their phone number with the registry, it will not be displayed on the screen. The eligibility of the phone numbers in the database is verified against the do-not-call registry every month.

6. To quickly pull comparables for a subject property, reference the detail screen of your subject property and click on the **Comparable Properties** button. Revise the search criteria based on your needs and click the **Generate Comp Report** button.
7. Users have the ability to run various queries and export the data in either a **Label** or **Full Record** format.
- Under the label options, users have multiple label formats from which to choose. (CASS forms for addresses exported from the Realist® database are also available.)
 - The **Full Record** export allows you to export the data in either Excel or ASCII formats. You can download up to a specific number of properties per month.
 - Once you've chosen to export the data, you can visit the **Export Manager** module to pickup your file. Simply click the file from this screen, save it to your PC, and open it from there.
8. Users also have the ability to pull mailing labels for homeowners in the surrounding neighborhood of any property. You can use this feature to pull addresses for your "Just Sold" postcards. Simply locate your sold property through any of the existing search options (i.e. address search, owner name search, etc.), click the **Details** button, and then the **Neighbors** search button. Enter the **Distance from Subject** criteria (i.e. .5 miles) to target homeowners within a specific circumference of your sold listing. Then simply click **Get Neighbors** to obtain the list.
9. Use the e-mail icon to easily e-mail lists of properties (up to 100) or property details to your customers or clients.

Important Tips for Using the Realist® Program

- Since Realist® is a national product obtained through First American which is used by real estate professionals from all over the country, it is a standardized product. The same version of the program is used for many different data sets obtained from many different municipal (i.e. county, city, village, and township) sources. This means some of the search criteria available in the drop-down choices apply only to data obtained for a specific municipality and that the criteria does not apply to all municipalities across

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the board. Therefore, when this search criteria is used, it will allow you to find matching properties in only some municipalities.

- The first time you login into Realist[®], an End User License Agreement will display. To access the module, you will need to acknowledge the terms and conditions stated on the page and use the drop down menu at the bottom to select "*I Accept*" if you wish to continue. If you choose to accept the terms and conditions, you should not encounter this page again.
- To find all possible matches across different municipalities, it is wise for you to keep your search criteria to a minimum and keep it as generic as possible. By using less search parameters, you will obtain more matches.
- Although you will see search criteria such as number of bedrooms, number of bathrooms, fireplace, etc. – the contents of the database actually determines how reliable your search results will be. If the municipal source has not actually collected a particular type of data for each and every property, and you include this type of data in your search criteria, properties missing this data will be excluded from your search results.
- Use the navigational hyperlinks that are provided to you at the top of the Realist[®] screen in the program. The *Back* and *Forward* browser buttons are not reliable ways to navigate the program.

Price

Realist[®] is made available to Realcomp Subscribers as a part of your core services through Realcomp. There are no additional fees for MLS Subscribers for this service.

Training

Training on specific features of Realist[®] is available to MLS Subscribers through the **Realcomp Online[®] Public Record Database & Comparative Market Analysis Class**.

Tip sheets for using the program are offered through the **Free Training Documents** section of Realcomp's corporate website; www.realcomp.com.

Customer Care Support

To obtain Customer Care support on Realist[®], please either call us at (866) 553-3430 or contact us via e-mail at support@realcomp.com.