

The PrimeraSource™ Real Property Database offers in-depth property data perfectly suited for direct marketing. Lower your overall marketing costs by generating lists from this high quality database.

**Superior Coverage:** Choose PrimeraSource and get **100% actual homeowners** sourced from county recorder and assessor files. PrimeraSource targets the nation's top Metropolitan Service Areas, tracking over **85% of U.S. properties** and **90% of sales and loan volume**.

**Easy to Customize:** To target your most desirable prospects, the Real Property Database offers over **100 searchable selects** and **250 output elements** per record – nearly double our closest competitor.

**Current Property Values:** The Real Property Database uses DataQuick's industry-leading AVM (automated valuation model) to provide a market value for each property.

**Sophisticated Loan Model:** The DataQuick® loan model accurately identifies the type and position of each loan to help you pre-qualify prospects.

**Unsurpassed Currency:** No other real property file is updated more frequently than PrimeraSource.

## Why Target Actual Homeowners?

Real property data is replacing consumer data in many direct marketing campaigns because homeowners are ready and able buyers. Homeowners typically have good incomes and the equity in their homes makes them more optimistic about the future. Since PrimeraSource contains 100% actual homeowners, you can expect higher response rates and a better return on your marketing investment.

## Who Should Use Real Property Database?

- **Financial Services:** Find individuals who need credit based on high debt to equity ratios.
- **Mortgage Brokers:** Quickly identify second or third mortgage candidates.
- **Real Estate:** Develop a list of potential home buyers/sellers based on variables like zip code, recent comparable sales and purchase date.
- **Home Improvement:** Locate potential candidates for home remodeling based on years of occupancy, age of home, and available equity.
- **Retailers:** Take advantage of demographic and property detail variables to identify the right prospects for your product or service.
- **Insurance Companies:** Search by X-Dates to find homeowners about to renew.

## Why Select the Real Property Database?

- **Create Highly Targeted Lists:** Choose from hundreds of variables to identify the right prospects for your campaign.
- **Easy Delivery:** Select the formats that work for you – CSV file, labels, CD-ROM, etc.
- **Data Standardization:** All data, including lender name and use codes, are standardized and NCOA (National Change of Address) processed for easy integration.
- **Privacy Compliance:** PrimeraSource is scrubbed against the FTC Do-Not-Call List, as well as the Direct Marketing Association (DMA), and DataQuick Opt-Out lists.
- **Superior Customer Service:** Our service team is trained to act as your marketing consultant and will help you generate effective lists.

## Real Property Database Elements

Items in bold are available as selects

Name	Name	Name
Additions (sqft)	Finished SQFT 1, 2, 3 or 4	Months Since Last Loan
Address (mail or site)	FIPS County Name	Number of Adults
Address Lines	FIPS Muni or State Code	Number of Children
Address Parsed (mail or site)	FIPS/County (site)	Number of Rooms
Age - Adult (2-year Increments)	Fireplace	Number of Stories
Age Ranges of Adults in HH	First or Second Block Number	Number of Units
Age Ranges of Children	Foundation Code	One or All Per Owner
Architecture Code	Garage	Only Records with Zipplus4
Area Code	Garage (sqft)	Owner Name (primary or secondary)
Assessed Improvement Value	Gender	Ownership Vesting Indicator
Assessed Land Value	Geo-Quality Code	Percent Improvement
Assessed Market Value	Head HH Occupation	Pool
Assessed Market Value Range	Heat or Cool Code	Presence of Children
Assessment Year	Heating and Cooling System	Previous Address (if available)
Assessor Appraised Value	Home Assessed Value	Primary or Secondary Owner Spouse
Assessor Cutoff Date	Home Assessed Value Range	Name
Assessor Full Cash Value	Home Purchase	Property ID
Assessor Parcel Number	Home Purchase Amount Range	Property Type
Attic (sqft)	Home Size (sqft)	Property Type Detail
Available Home Equity	Home Size Range	Purchase Date
Available Home Equity Range	Homeowner Type (First or Second)	Purchase Month (X Date)
AVM Market Value	Homeowner Type Detail	Quarter
AVM Market Value Range	Household Size	Quarter Quarter
Basement Finished (sqft)	Income Code (Estimated HH)	Radius
Bathrooms	Jurisdiction Use Code	Radius (multiple)
Bedrooms	Key Code	Radius 1 -20 locations
Building Shape Code	Latest Zero Dollar Transfer Date	Range
Carrier Route	Latest Zero Dollar Transfer Document	Roof Type Code
CBSA/MSA	Number	Sale & Mortgage Through Date
CC Buyer - Unknown Type	Legal Description	SCF
CC Indicator - Bank Card Holder	Legal Unit Number	Seasonal Mail Address
CC Indicator - Gas/Dept./Retail Card	Lendable Home Equity	Second Address Line (mail or site)
Holder	Lendable Home Equity Range	Section
CC Indicator - Premium GoldCard Holder	Lender Code (1, 2 or 3)	Seller Carryback Flag
CC Indicator - T/E Card Holder	Lender Code or Name (any)	Senior Adult
CC Indicator - Upscale (Dept. Stores)	Lender Credit Line Scan Field	Single Radius
Census Block Group	Lender Name (1, 2 or 3)	Site to Mail Flag
Census Tract	Lender Type (1, 2 or 3)	State (mail or site)
City (mail or site)	Lender Type Scan Field	Structure Code
Construction Code	Length of Residence	Subdivision
Construction Quality	Length of Residence Range	Tax Amount Paid
Daily Date	Loan 1, 2 or 3 Estimated Interest Rate	Tax Exemption Amount
DataQuick Muni or State Code	Range	Taxing District
Date of Birth	Loan Amount (1, 2 or 3)	Telephone Number (where available)
Delinquent Tax Amount or Year	Loan Amount Range (1, 2 or 3)	Telephone Number Presence
Delinquent Tax Range	Loan Date (1, 2 or 3)	Title Company Code or Name
Deliverability Indicator	Loan Interest Rate Type (1, 2 or 3)	Title Slug
Delivery Point Barcode	Loan To Value	Total Loan Amount
Document Numbers or Type	Loan To Value Range	Total Loan Amount Range
Effective Year Built	Loan Transaction Type (1, 2 or 3)	Township
Ethnic Code	Loan Type (1, 2 or 3)	Tract Number
Ethnic Country Code	Lot Depth or Width	Transaction Identifier
Ethnic Hispanic Country of Origin	Lot Number	Transaction Type Scan Field
Ethnic Language Preference Codes	Lot Size (acres or sqft)	Transfer Arms-Length Transaction Code
Ethnic Religion Code	Lot Size Range (acres or sqft)	Transfer Full or Partial Code
Exemption - Disabled	Mail Address Record Type	Transfer Multiple APN Keyed
Exemption - Homeowner	Mail Order Buyer	Transfer Seller Name
Exemption - Other	Mail Responders	Trust Owned
Exemption - Senior	Marital Status	View Indicator
Exemption - Veteran	Market Value	X or Y Coordinate
Exemption - Widow	Market Value Model Flag	Year Home Built
Exterior 1 Code	Market Value Range	Year Home Built Range

**For more information call DataQuick Sales at 888.604.DATA (3282)**  
**or for Resellers and Brokers call 800.950.9171 ext.5722**  
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