



# Lists & Leads Component

Powered by ListSource™

Data Card



For more information contact:  
Stephen J. Crawford, Esq.  
Everest Land Title Agency Ltd.  
(216) 470-3871  
[scrawford@everestland.com](mailto:scrawford@everestland.com)

Re*i*source®

Our dynamic database is updated nightly to reflect the latest property and mortgage transactions, delivering the most up to date direct marketing lists available. List criteria is comprised of more than 90% of the U.S. population providing the breadth and depth necessary to implement highly strategic marketing campaigns.

Users can quickly create lists based upon property details, projected market valuations and current mortgage information as well as demographic information.

## Geography

Begin your search with the geographic data elements necessary to pinpoint your targets.

- > Area Code
- > Census Tract
- > City
- > Complete Phone Number
- > County
- > FIPS Code
- > Legal Block
- > Legal Lot/Unit
- > Legal Plat Book/Page
- > Map Book Page and Grid
- > MSA
- > Municipality / Township Name
- > SCF
- > State
- > Street Name
- > Subdivision
- > Tax Rate Area
- > Township-Range-Section (TRS)
- > Tract
- > Zip + Radius
- > Zip Code
- > Zoning

## Demographics

Easily profile and target homeowners based on behavioral and lifestyle attributes. This solution offers expanded demographic data with hundreds of filter options.

### Homeowner and household member attributes

- > Age
- > Education
- > Estimated Income
- > Ethnicity
- > Gender
- > Language
- > Marital Status
- > Occupation
- > Presence of Children
- > Year of Birth

### Lifestyle and interests attributes

- > Business Owner Indicator
- > Contributor
- > Credit Card
- > Direct Mail
- > Interests (e.g., animal enthusiasts, computers, automotive, home improvement)
- > Investments
- > Lifestyle Attributes (e.g., affluent, small-town)
- > Magazines
- > Religion

## Premium Mortgage Content

- > Assigned Date
- > Assigned Lender Name
- > Reverse Indicator
- > Combined LTV
- > Current Home Value
- > Equity (\$)
- > Equity (%)
- > Pre-Foreclosure Flag

## Property Characteristics

Zero in using the exact characteristics you're searching for in a prospect. Assessment Year

- > 1st Floor Sq Ft
- > 2nd floor Sq Ft
- > Above Area Sq Ft
- > Air Conditioning
- > Basement Area
- > Basement Type
- > Bathroom
- > Bedroom
- > Building / Living Area
- > Building Style
- > Buildings – Number of
- > Construction Type
- > County Land Use
- > Exterior Wall
- > Fireplace
- > Foundation
- > Garage Sq Ft
- > Heat Type
- > Homestead Property
- > Improved %
- > Improved Value
- > Land Value
- > Last Market
- > Last Market Sale Date
- > Last Market Sale Price
- > Last Sale Deed Type
- > Last Sale Price Type
- > Length of Residence
- > Lot Area
- > Non-Owner Occupied
- > Owner Occupied
- > Owner Transfer
- > Owner Transfer
- > Owner Transfer
- > Parcel ID
- > Parcel Number Ranges
- > Parking Spaces
- > Parking Type
- > Porch / Patio Type
- > Prior Market
- > Prior Market Sale Date
- > Prior Market Sale Price
- > Property Tax Amount
- > Property Type
- > Recording Date
- > Recording Date
- > Recording Date
- > Roof Material Type
- > Rooms – Number of
- > Sale Date
- > Sale Price
- > Site Influence
- > State Land Use
- > Stories / Floors
- > Swimming Pool Present
- > Total Assessed Value
- > Units – Number of
- > Waterfront Influence
- > Year Built

## Mortgage

Utilize the mortgage-related data elements to create precisely targeted marketing campaigns.

### All Mortgage Elements

- > Amount
- > Balloon Indicator
- > Credit Line Indicator
- > Date
- > Equity Loan Indicator
- > Interest Rate
- > Lender Name
- > Loan Rate Type
- > Matured Mortgage
- > Maturity Date
- > Primary Loan Type
- > Private Party Loan

- › Seller Carry Back
- › Term
- › Transaction Type

### Specific Mortgage Data Elements

- › 1st & 2nd Junior Balloon Loan
- › 1st & 2nd Junior Credit Line Loan
- › 1st & 2nd Junior Equity Loan
- › 1st & 2nd Junior Interest Rate
- › 1st & 2nd Junior Lender Name
- › 1st & 2nd Junior Loan Rate Type
- › 1st & 2nd Junior Matured Mortgage
- › 1st & 2nd Junior Maturity Date
- › 1st & 2nd Junior Mortgage Amount
- › 1st & 2nd Junior Mortgage Date
- › 1st & 2nd Junior Mortgage LTV
- › 1st & 2nd Junior Mortgage Reverse Indicator
- › 1st & 2nd Junior Mortgage Term
- › 1st & 2nd Junior Primary Loan Type
- › 1st & 2nd Junior Private Party Loan
- › 1st & 2nd Junior Seller Carry Back
- › 1st & 2nd Junior Transaction Type
- › 1st Mortgage Amount
- › 1st Mortgage Assigned Date
- › 1st Mortgage Assigned Lender Name
- › 1st Mortgage Balloon Loan
- › 1st Mortgage Date
- › 1st Mortgage Interest Rate
- › 1st Mortgage Lender Name
- › 1st Mortgage Loan Rate Type
- › 1st Mortgage LTV
- › 1st Mortgage Matured Mortgage
- › 1st Mortgage Maturity Date
- › 1st Mortgage Primary Loan Type
- › 1st Mortgage Private Party Loan
- › 1st Mortgage Reverse Indicator
- › 1st Mortgage Seller Carry Back
- › 1st Mortgage Term
- › 1st Mortgage Transaction Type
- › Junior 1 & 2 Assigned Date
- › Junior Present / Exclude
- › New Homeowners
- › Subprime Lender

### ARM Rider Elements

- › Basic ARM Mix (select / output bundle)
- › Full ARM Leads (select / output bundle)
- › Interest Only Indicator
- › Interest Rate Change Date (Initial)
- › Interest Rate Change Date (Next)
- › Interest Rate Change Frequency
- › Interest Rate Change Percentage
- › Interest Rate Index Type
- › Interest Rate Maximum Percentage
- › Interest Rate Percent Change Limit
- › Negative Amortization Indicator
- › Pay Option Leads (select / output bundle)
- › Payment Option Indicator
- › Prepayment Penalty Expiration Date
- › Prepayment Penalty Indicator

### Foreclosure

Easily pinpoint distressed properties in various stages of foreclosure

#### Default (Pre-Foreclosure) Initiated

- › Default Amount
- › Foreclosing Lender
- › Unpaid Balance
- › Original Mortgage Amount
- › Trustee Phone

#### Pending Auction SaleForeclosure Effective Date

- › Auction Date
- › Foreclosing Lender
- › Unpaid Balance
- › Original Mortgage Amount
- › Trustee Phone
- › Original Loan Recording Date
- › Original Loan Lender

#### Bank-Owned (REO) Properties

- › Default Amount
- › Foreclosing Lender
- › Unpaid Balance / Judgment Amount
- › Original Mortgage Amount
- › Trustee Phone
- › REO Sale Price
- › REO Sale Date

### Suggested Users:

- › List Brokers
- › Direct Marketers
- › Mortgage Originators
- › Insurance Companies
- › Consumer Marketing
- › Lenders
- › Mortgage Marketing Professionals

### Data Highlights:

- › Updated daily to deliver the most accurate and timely property and mortgage transaction information
- › Data from over 129 million properties
- › 90% coverage of the U.S. population and growing
- › Over 500 million historical transactions

### Usability Highlights:

- › This depth of data enables the creation of precisely targeted marketing lists
- › Flexible file formats, (e.g., CSV files, contact list, mailing labels)
- › Duplicate records eliminated in real time
- › Ease of use
- › Speed of system
- › 180-day archive
- › Online suppression
- › Dynamic run counts
- › Adjust criteria
- › Preview available leads before purchasing



For more information contact:  
Stephen J. Crawford, Esq.  
Everest Land Title Agency Ltd.  
(216) 470-3871  
[scrawford@everestland.com](mailto:scrawford@everestland.com)

