



ListSource™

Quick Reference Guide

Subscription User Edition



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Table of Contents

About ListSource™	1
Identify, capture, manage and cultivate leads. Retain and grow your existing customer-base.	1
Find new clients with an effective marketing strategy.	2
Enhance your offer with Value Added Services	2
Refine your offer using business intelligence.	2
Get Started	2
Registration allows you complete access to search the ListSource database for counts, place orders and download lists.	2
Search Center: Specialty Lists	3
New Homeowners Sub-prime Loans Pre-Foreclosure Properties Convert Adjustable Rate Mortgages Mortgage Consolidation Estimated Equity Non-Owner Occupied Refine Lists With Additional Criteria	
Search Center: Main Database	4
Add to your list criteria Remove criteria Remove all criteria and begin a new search	
Map-Based Searches	5
Custom Searches	6
Geography Mortgage Property Demographics Options	
Review, Supply Additional Information & Refine List Details Prior To Purchase	7
Append Output Fields Select Number of Records File Suppression & Data Management Order Summary Name Your List Confirm Your Order Obtaining Lists	



Reverse Mortgages	10
Prospective Reverse Mortgage Leads Refinance Active Reverse Mortgage Holders	
Target 100% Financing	11
Target Assigned Loans	11
Target ARM Loans	12
Indexes	13
Quick Searches	14
Search Center: Main Database	14
Basic Homeowners List Insurance Broker List FHA Streamline List Adjustable Rate Refinance List Reverse Mortgage List Loan Modification List	
Appendix	18
Available Search Criteria	18
Premium Content – Demographics Premium Content – Specialty Fields Premium Content – ARM (A La Carte)	

About ListSource™

Identify, capture, manage and cultivate leads. Retain and grow your existing customer-base.

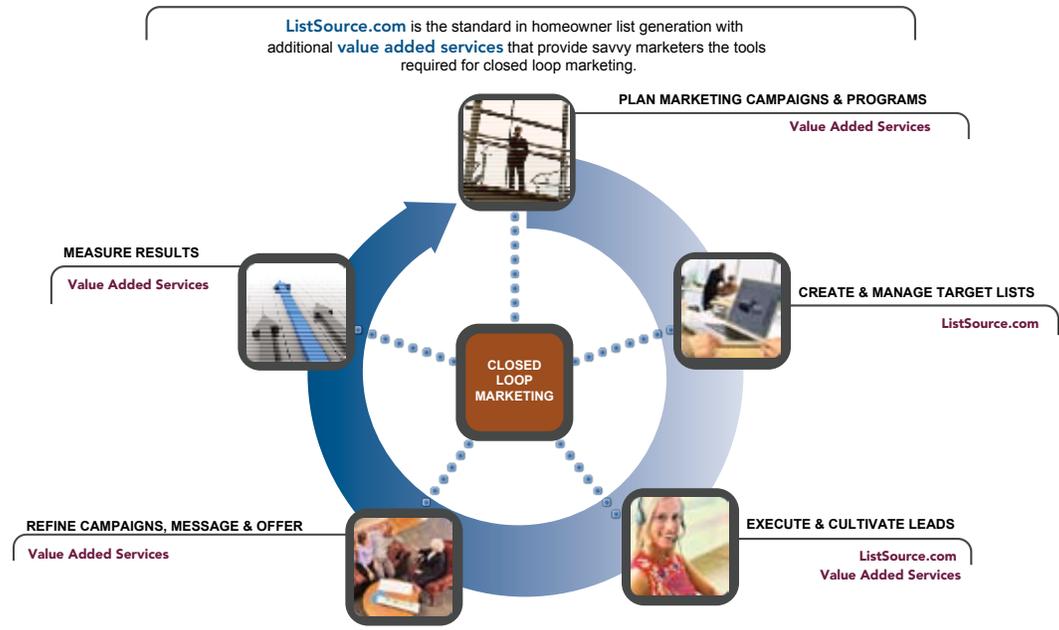
Companies use closed loop marketing processes combined with their marketing communication media and lead programs to create surgical marketing plans based on existing customer behavior. It's an inexpensive and highly effective approach – understand your customer, identify highly profitable customers, determine the key profile attributes that predict buying behavior, then clone those customers for efficient prospecting.

When you utilize ListSource™, the new standard in homeowner list generation with our additional value added services, savvy marketers have the tools and information they need for closed loop marketing.

ListSource is a Web-based solution that enables marketing professionals to create and manage target prospect lists for direct mail, contact management, or telemarketing campaigns using the most up-to-date and accurate information on more than 143 million homeowners nationwide.



Users visit www.listsource.com



Find new clients with an effective marketing strategy.

Drawing on First American CoreLogic's unparalleled information resources, ListSource provides homeowner data in more than 2,080 counties, and offers advanced search and filtering capabilities on more than 70 distinct criteria fields making it easy to identify target segments and create prospect lists that support sophisticated, surgical marketing programs.

Seamless integration with your own contact management or lead management database improves the quality of customer profile information, workflow and response times to help create stronger and more profitable customer relationships.

Enhance your offer with Value Added Services

Increase the effectiveness of your direct marketing efforts utilizing our match and append or predictive scoring solutions. Access pre-evaluated leads and business intelligence derived via the prediction of future lending activity and proprietary analytics. Target your direct marketing and telemarketing investments toward more likely prospects through strategic data mining, market planning and cross-sell initiatives.

Did You Know?

The ListSource database currently covers more than 90% of the U.S. population and is growing daily.

Refine your offer using business intelligence.

Measure the effectiveness of your campaigns using our post-campaign analysis. Our historical database of mortgage transaction history coupled with advanced statistical modeling, enables you to direct your marketing investments toward the ultimate goal of increasing and converting leads.

Get Started

Registration allows you complete access to search the ListSource database for counts, place orders and download lists.

ListSource provides hundreds of property and demographic attributes to support virtually any homeowner specific marketing list requirements. Quickly conduct customer searches based upon property details, valuation and other mortgage information as well as demographic data such as estimated income, age and ethnicity.

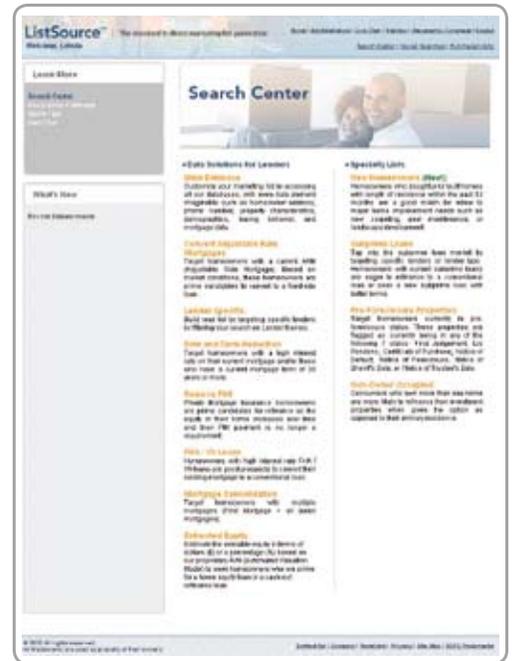
If you have a valid account, you will be able to generate lists and download records instantly if the amount of the list is equal to or less than your current available funds based on your subscription.



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Search Center: Specialty Lists

To get you started, we've taken the guess work out of many common searches and simplified them into pre-defined wizard searches. Run predefined searches from one of the 12 available options in the Search Center or build a dream list from scratch using the **Main Database** option.



New Homeowners

Homeowners who bought newly constructed residences within the past 12 months are a good match for home improvement needs such as new carpeting, pool maintenance, or landscape development. More importantly, many times conventional financing can beat in-house financing used to get the buyers into the home.

Sub-prime Loans

Tap into the sub-prime loan market by targeting specific lenders or lender type. Tap into more than 3000 thousand + well-known sub-prime lenders. Homeowners with current sub-prime loans are eager to refinance to a conventional loan or seek a new sub-prime loan with better terms.

Pre-Foreclosure Properties

Target homeowners currently in pre-foreclosure status. These properties are flagged as currently being in any of the following 7 status: Final Judgment, Lis Pendens, Certificate of Purchase, Notice of Default, Notice of Foreclosure, Notice of Sheriff's Sale, or Notice of Trustee's Sale.

Convert Adjustable Rate Mortgages

Target homeowners with a current ARM (Adjustable Rate Mortgage). Based on market conditions, these homeowners are prime candidates to convert to a fixed-rate loan. We took the guess work out of selecting the right combination of criteria off of the Adjustable Rate Rider document and now allow for three easy ways to search for loans ready to hit their first or subsequent adjustment date (please see the Targeting ARM Loans section).

Mortgage Consolidation

Target homeowners with multiple mortgages (First Mortgage + all junior mortgages) and consolidate them into one loan for cash-out, rate reduction, or to just streamline the number of monthly payment obligations.

Did You Know?

Using the **Pre-Structured Specialty List** feature, users can complete commonly-requested searches.

Estimated Equity

Estimate the available equity in terms of dollars (\$) or a percentage (%) based on our proprietary AVM (Automated Valuation Model) to seek homeowners who are prime for a home equity loan or a cash-out refinance loan.

Non-Owner Occupied

Consumers who own more than one home are more likely to refinance their investment properties when given the option as opposed to their primary residence.

Refine Lists With Additional Criteria

At any time, users can refine a specialty list using the geography, mortgage, property, demographic or options tabs.

Search Center: Main Database

ListSource provides hundreds of property and demographic attributes to support virtually any homeowner specific marketing list requirements. Users can quickly create lists based upon property details, valuation, and other mortgage information as well as demographic data such as estimated income, age and ethnicity.

Although specialty lists are available, the main database is also provided to allow users to build their dream lists.

The main database supports more advanced searching and list building capabilities. You may modify list criteria in multiple ways:

Add to your list criteria

- Simply browse through the tabs and select different data elements to include additional data elements and attributes.

Remove criteria

- From the left navigation panel, click on the red "x" appearing next to the data element(s) that you would like to remove.



Remove all criteria and begin a new search

- From the left navigation panel, select **Clear All Criteria**

Remember: The count system is design to return all the records that match your list criteria without placing a limit on what is available. Within the universe of records available, users can reduce their quantity by specifying the exact number in the **Supply Additional Information** section under the **Purchase Partial List** option.

Note: 100,000 records is the maximum number per download.

- 10 records is the minimum number per download.

Map-Based Searches

ListSource now includes interactive map-based searching—a powerful method to target a geographical area using street map intelligence for precision marketing. Using our interactive map and drawing tools, define your target area to search for the right audience.

- Draw Circle, Polygon or Rectangle around your target areas
- 2D and 3D (Virtual Earth) views
- Road, Aerial and Bird's Eye views
- Select direction of view (N S E W)
- Rotate, zoom in & tilt
- Quick Counts on available leads
- View parcel boundaries and street map info
- View points of interest
- Save search criteria for future use



Did You Know?

In all searches, **Mailing Address Complete** and **Exclude Corporate Owned Properties** are automatically selected as a default. Be sure to review this option to include these records.

Custom Searches

Geography

When building searches within the main database, you will be prompted to first select the desired geography. Geography is a required field and will enable all other search criteria such as mortgage information, property data, demographics and more.

Mortgage

ListSource guides users through each selection tab. Within the Mortgage section, the first selection required is Lien Position. Once this required field is set, the various filters within each lien position are enabled to refine your search.

Property

When using property information as a selection, users may specify the various data elements filters within the select criteria menu box. Available options include: property type, current home value and more.

Demographics

Users can further refine their lists by choosing a demographic filter. Demographic filters can be run at the individual or household level.

Currently, 19 unique demographic attributes with hundreds of filters are available to further refine your search. Select from ethnicity, estimated income, age, marital status, gender, presence of children, lifestyle attributes and more.



Options

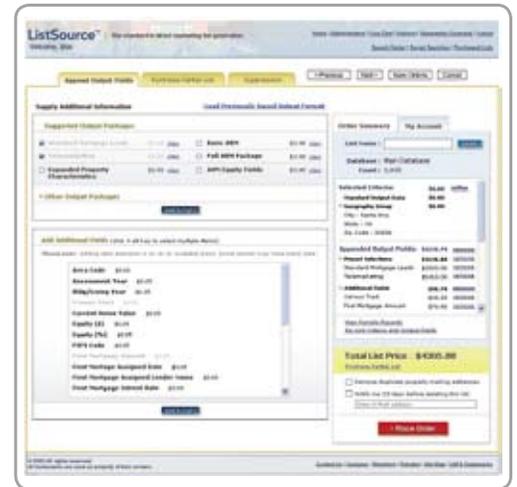
Within the options tab, users can specify preferences for phone numbers, occupancy status, address completeness requirements as well as the ability to exclude trustee-owned or corporate owned properties.



Review, Supply Additional Information & Refine List Details Prior To Purchase

Append Output Fields

Add additional output fields to your list individually or by using bundled packages.



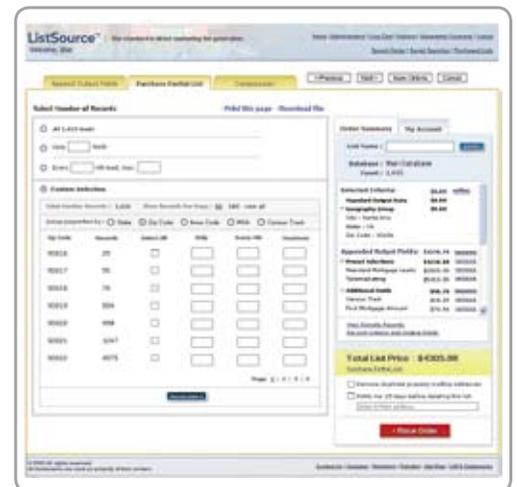
Did You Know?

The instant count feature automatically updates based upon the criteria selected. Add or remove criteria as desired. To remove certain criteria, click on the "X" appearing next to each data element on the left navigation panel.

Select Number of Records

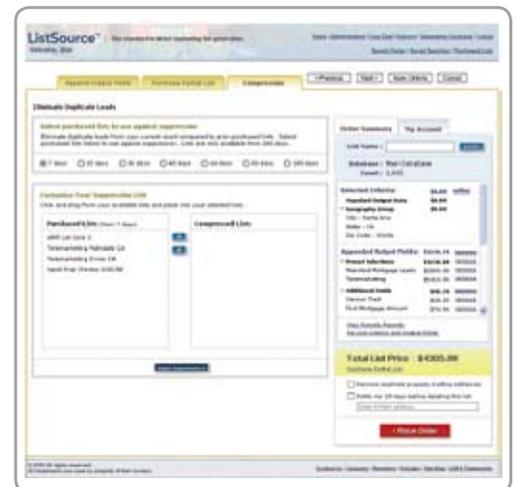
ListSource provides you the option to download all records available (default) or chose to buy a subset of the total universe available. If you choose to purchase a subset of the total records, the following options are available:

- All leads
- Only "x" number of leads
- Every nth lead, to a max of "x"
- Custom selection by State, Zip Code, Area Code, MSA or Census Tract



File Suppression & Data Management

ListSource gives the user the ability to manage their data more effectively. A user no longer has to remember the specific information in every download. Easily eliminate duplicate leads by selecting previously purchased lists to suppress against.



Did You Know?

ListSource covers more than 143 million properties throughout the United States.

Order Summary

Review details of your list including the database, number of total records available and the default name provided.

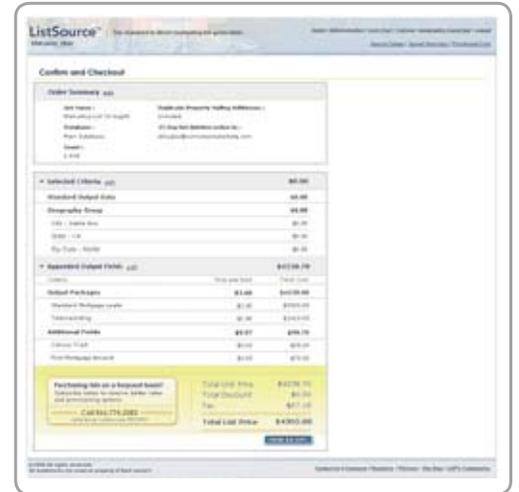
Name Your List

Users have the option to rename lists as desired.

Confirm Your Order

An order summary is provided to the user prior to purchase. Users have the option to view sample records as well as review the list criteria to ensure accuracy.

If your order summary denotes a \$0.00 amount, it may be related to your contract set up. Please contact your account representative for additional information.



Obtaining Lists

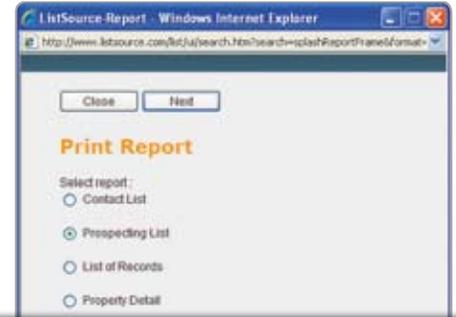
Once the list has successfully downloaded, users will see that the **Status** is **Complete**

	Rename	Delete										
	List Name	Count	Status	Create Date	File Size	Purge Date	Export	Reports	Labels	Criteria		
<input type="checkbox"/>	NewList11-02-07a	15	Complete	11-02-07,11:30	4.4 KB	01-31-08	Export	Reports	Labels	View		

Clients are given the option to capture & review their data as follows:

- Export the data to .csv, .txt, .xls or .dbf
- Generate report from four report options:
 - A. Contact List
 - B. Prospecting List
 - C. List of Records
 - D. List of Records (ARM)
 - E. Property Detail
- Create labels
 - A. Avery 5160
 - B. Avery 5161
- View List Criteria

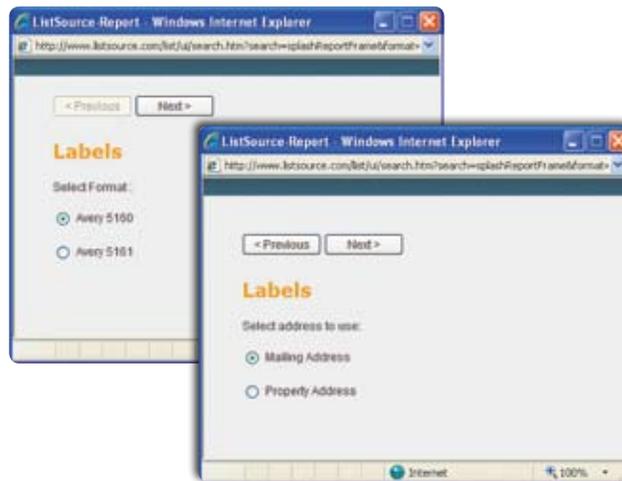
Did You Know?
 Users can filter by more than 30 languages, 33 ethnicities, religion and education.



ListSource.com - Prospecting List

Name	Phone	Address	City	State	Zip
JOHN P PARSONS	3016200	8111 GOLDENE AVE	ST LOUIS	MO	63114
ZACHARAY BURKDE		1180 CABANA CLUB DR APT 10	ST ANN	MO	63074

Generate report



Create Labels



View List Criteria

Did You Know?

If needed, users can easily identify business owners to further refine their search.

Reverse Mortgages

A reverse mortgage is a loan that enables older homeowners to convert part of the equity in their homes into tax-free income without having to sell the home, give up title, or take on a new monthly mortgage payment. All borrowers must be 62 and older must own property and occupy as primary residence, participate in an information counseling session; property must meet FHA property standards, and maintain a home with needed repairs, property taxes, and insurance.

Prospective Reverse Mortgage Leads

These are prospects for reverse mortgages, not active reverse mortgage holders. If we look at the available ListSource search criteria available to us, we can search by age, equity, and owner occupied status. Equity is important. Homeowner should have 50% or more equity in their properties. Here are the core ingredients of the search.

If today's date is 10/10/2007 then:

Mortgage

Origination Date = 10/10/1900 to 10/10/2006

Reverse Mortgage = Exclude

Demographics

Age = 62 or Higher

Property

Equity % = 50% or Better

Options

Owner Occupied = Only

Refinance Active Reverse Mortgage Holders

Why would a lender want to refinance anyone with an active reverse mortgage? Like any other type of loan funded to a borrower in the past, a reverse mortgage written a few years ago may not be the best solution for a borrower today.

If today's date is 10/10/2007 then:

Mortgage

Reverse = Only

Origination Date = 1/1/1900 to 1/1/2005

Target 100% Financing

100% financing is typically written with a concurrent 1st and 2nd mortgage that have a slightly higher interest rate. A second is used in lieu of not having enough money for a down payment on the house. Typically, other than the lender funding the first, funds the second. Both are what we consider to be Purchase Money in ListSource.

If today's date is 10/10/2007 then:

Mortgage
First Mortgage
Origination Date = 1/1/1900 to 4/10/2006
Transaction Type = Purchase

Mortgage
Second Mortgage
Origination Date = 1/1/1900 to 4/10/2006
Transaction Type = Purchase

In the sample above, the loans are at least one and a half years old; therefore, if there is a prepayment penalty, it will be significantly less than if the borrower tries to refinance within the first year of origination.

Target Assigned Loans

The assignment date is the date the loan was sold/assigned from the Originating Lender to the Assigned Lender. The Assigned Lender is also known as the Servicing Lender. An Assigned Lender is the new security interest holder or the new lien holder. Search by typing in the lender name of choice to reveal all the variations of the lender name in our proprietary lender table **or** select to return records with **any** lender name in our database.

ListSource provides brokers with all assigned loans nationwide:

Mortgages
First Mortgage
Lender – Assigned Lender
Search for known lenders
 OR
Return records with ANY lender name on file.

Did You Know?

The geography filter is required prior to navigating to the other criteria such as mortgage, property or demographics.

Target ARM Loans

Unlike most online list tools, ListSource provides users with the ability to search by rate rider information. The combination of First Change Date and Origination Date determines the type of ARM loan (2/28, 3/27, 5/25, etc.). Furthermore, First Change Date and Interest Rate Change Frequency (Monthly, Quarterly, Annually) determine the possible Next Change Date.

If today's date is 10/10/2007 then:

Mortgage

Origination Date = 11/10/2005 to 1/10/2006

First Change Date = 11/10/2007 to 1/1/2008

Interest Rate = 5% or higher

This will target 2/28s that have a First Change Date coming within a month. Interest Rate does not have to be used but was used in this search to ensure a higher interest rate at the time of the First Change Date. We can also search for borrowers that have gone past their First Change Date and have a rate that is aggressively rising month by month.

If today's date is 10/10/2007 then:

Mortgage

Origination Date = 6/10/2005 to 9/10/2005

First Change Date = 6/10/2007 to 9/10/2007

Interest Rate = 6% or higher

Interest Rate Change Frequency = Monthly

This search indicates that the borrower's interest rate has significantly risen above 6%.

Let's target more a prime product such as 5/25s.

If today's date is 12/10/2007 then:

Mortgage

Origination Date = 1/10/2003 to 3/10/2003

First Change Date = 1/10/2008 to 3/10/2008

Interest Rate = 4% or higher

5/25s were a great loan program saving borrowers' a significant amount of money over a 5 year period. Regardless of the product, rates have shot up and there are more favorable refinance options available.

If the searches above are too specific, the Next Change Date ARM search makes it easy. This filter makes it easy to go after all types of ARM loans.

Did You Know?

Users may access their account features such as saved searches and purchased lists from the top menu bar.

If today's date is 10/10/2007 then:

Mortgage

Origination Date = 10/10/2003 to 10/10/2006

Next Change Date = 11/10/2007 to 2/10/2008

As you will notice in the box on the next page, there is much more data available off of the rate rider. For example, a ListSource user can specify an Interest Rate Index Type or a Prepay Penalty Expire Date and incorporate them into the any of the ARM searches above.

Indexes

Filter/ Output	Data Element
Premium Content – ARM (A La Carte)	
✓	Interest Rate First Change Date
✓	Interest Rate Next Change Date
✓	Interest Rate Only
✓	Interest Rate Change %
✓	Interest Rate Change Freq
✓	Interest Rate % Change Limit
✓	Interest Rate Index Type
✓	Interest Rate Maximum %
✓	Negative Amortization
✓	Payment Option
✓	Prepay Penalty
✓	Prepay Penalty Expire Date

Did You Know?

With over 100 search criteria and hundreds of filters, ListSource helps users develop surgically precise marketing lists enabling greater returns through more targeted efforts.

Quick Searches

You'll find easy to follow steps to pull a variety of commonly requested custom lists from the Main Database including:

- > Basic Homeowner List
- > Insurance Broker List
- > FHA Streamline List
- > Adjustable Rate Refinance List
- > Reverse Mortgage List
- > Loan Modification List (or Pre-foreclosure)

Search Center: Main Database

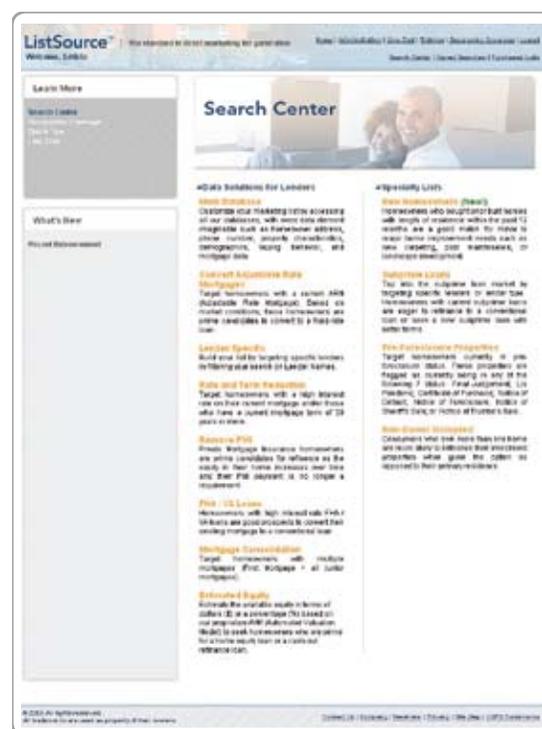
Use the Main Database within Search Center to build your dream list using these easy to follow step-by-step instructions.

Basic Homeowners List

Use this basic list to serve a variety of applications including:

Market your services	Locate vacation property candidates
Market loan programs	Target different types of communities based on demographics
Determine purchase opportunities	Contact homeowners for <ul style="list-style-type: none"> <input type="checkbox"/> local infrastructure projects <input type="checkbox"/> home repair projects <input type="checkbox"/> insurance needs

1. Go to **Main Database** under Search Center
2. Select Geography tab and then choose **Geography**
3. Select Property tab and then select **Property Type** (if desired)
4. Within the Property Type drop down menu, select **Last Market Sale Date** and select desired date range
5. Select Demographics tab if age, ethnicity, language, estimated income, etc., are desired to narrow your search
6. Go to Options tab to select Owner Occupancy, Phone Numbers, and/or Mailing Address requirements for your list
7. Save and purchase your list



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Insurance Broker List

Use this list to contact homeowners for insurance needs.

1. Go to Main Database under Search Center
2. Select Geography tab, and then choose **Geography**
3. Select Property tab, and then choose **Last Market Recording Date**
4. Next select Search by Month only (regardless of year) and then select Month
5. Go to Options tab to select Owner Occupancy, Phone Numbers, and/or Mailing Address requirements for your list
6. Save and purchase your list

FHA Streamline List

Use this list to market loan programs.

1. Go to **Main Database** under Search Center
2. Select Geography tab and then choose **Geography**
3. Select Mortgage tab, then select **Lien Position**: First Mortgages
4. Select **Mortgage Origination Date** from the Select Criteria drop down menu and pick a date range (in the past few years) when FHA rates were high in desired area
5. Next, go back to the drop down menu and select **Mortgage Amount**
6. Return to the drop down menu and select **Loan Rate Type**: Adjustable or Fixed
7. Return to drop down menu and select **Primary Loan Type**: FHA
8. Select Property tab and choose **Property Type**. Use preset selection: Single Family Residence 1–4 units
9. Select Options tab: Owner Occupied Only
10. Save and purchase your list

Adjustable Rate Refinance List

Use this list to market loan programs (to your competitor's borrowers).

1. Go to **Main Database** under Search Center
2. Select Geography tab, and then choose **Geography**
3. Select Mortgage tab, then **Lien Position**: All Mortgages
4. Go to Select Criteria drop down menu and select **Combined LTV**: Add your desired equity

5. Go to dropdown menu and select **Reverse Mortgage** – select exclude
6. Return to Lien Position and select **First Mortgages**
7. From the Select Criteria drop down menu, select **Mortgage Amount** (if working under conforming limits, make sure limit doesn't exceed the conforming maximum + costs)
8. Return to the drop down menu and select **Loan Rate Type**: Add Adjustable
9. Return to the drop down menu and select **Interest Rate**: Add desired interest rate (although this is not recommended due to high rates)
10. Return to the drop down menu and select **Mortgage Origination Date**: Add Mortgage Origination date range (typically between Jan 2002 – Present (or amount of seasoning needed)) (Not all states have rates available. Note: you get higher quantities by selecting 1–10%+)
11. Select Property tab and choose **Property Type** from drop down menu: Choose pre-set selection – Single Family Residence 1–4 units
12. Save and purchase your list

Reverse Mortgage List

Use this list to market loan programs.

1. Go to **Main Database** under search center
2. Select Geography tab, and then choose **Geography**
3. Select Mortgage tab and then choose **Lien Position**: All Mortgages
4. From the Select Criteria drop down menu, select **Combined LTV**: Add equity desired
5. Return to the drop down menu and select **Reverse Mortgage**: Exclude (to exclude those that have a reverse mortgage)
6. Go to Lien Position and select **First Mortgages**
7. From the Select Criteria drop down, select **Mortgage Amount**: Choose mortgage amounts based on minimum and maximum mortgage amount but not over FHA Limit based on equity and age of that particular borrower
8. Go to Property tab and select **Property Type**: Residential: SFR
9. Select **Individual1**. Next, go to Demographics tab: choose **Age** from drop down (Select age group you need as a filter, not an export)
10. Go to Options tab and select Owner Occupied Only
11. Save and purchase your list

Loan Modification List

Use this list to market loan programs.

1. Go to **Main Database** under search center
2. Select Geography tab, and then choose **Geography**
3. Select Mortgage tab, then **Lien Position**: All Mortgages
4. From drop down menu, select **Combined LTV**: Add "101% +" or Enter in Combined LTV over 100%
5. Return to Lien Position and select **First Mortgages**
6. From drop down menu, select **Mortgage Amount**: Add amounts based on minimum and maximum mortgage amount you want to target
7. Return to drop down menu and select **Mortgage Origination Date**: Place in a date of origination for the past 5 years. Only do this if you are focused on individuals that are in an adjustable that has been taken out in the past 5 years. Return to drop down menu and select **Interest Rate**: Place in a rate if you are focusing on their current rate, note you will get higher lead quantities by selecting all rates, i.e. 1-10% +
8. Go to Property tab and select **Property Type**: Preset selection – Single Family Residence 1–4 units
9. Go to Foreclosure tab and select **Default (Pre-foreclosure) Initiated**. Unless you are in the below listed states.

Please Note: When searching in the following states you must search by the second option of foreclosure: Pending Auction Sale. The following states only record ONE stage of Foreclosure.

AK	AL	AR	AZ	CO	CT
DC	DC	GA	HI	IL	IN
KY	LA	MI	MN	MO	MS
MT	ND	NE	NH	NM	NY
NY	OK	PA	SD	TX	UT
WA	WI	WY			

10. Default (Pre-foreclosure) Initiated or Pending Auction Sale: From drop down menu, choose **Foreclosure Effective Date** – The foreclosure effective date represents when an official legal document or action is accepted by the county office recognizing that a loan has entered a particular phase of the foreclosure process. This date is a combined search including default, filing and recording dates.

Please Note: When choosing the foreclosure effective date you are searching based on the date in which the county had documents filed. ListSource will only look at ACTIVE foreclosures, therefore in the above listed states the process can take up to a year, so you need to adjust your date back based on the state you are in.

11. Go to Options tab and select Owner Occupied Only
12. Save and purchase your list



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Appendix

Available Search Criteria

Output	Filter/ Output	Data Element	Output	Filter/ Output	Data Element
✓	✓	State	✓		Prior Market Sale Date
✓	✓	County	✓		Prior Market Sale Price
✓	✓	City	✓		Property Tax Amount
✓	✓	Zip Code	✓	✓	Interest Rate
✓	✓	Area Code	✓	✓	Lender
✓	✓	MSA	✓	✓	Sub-prime
✓	✓	SCF	✓	✓	Mortgage Amount
✓	✓	Zip + Radius	✓	✓	Mortgage Date
✓	✓	FIPS Code	✓	✓	Mortgage Term
✓	✓	Census Tract	✓	✓	Loan Rate Type
✓	✓	Property Type	✓	✓	Primary Loan Type
✓	✓	Year Built	✓	✓	Transaction Type
✓	✓	Swimming Pool Present	✓	✓	Maturity Date
✓	✓	Living Area	✓	✓	Matured Mortgage
✓	✓	Lot Area	✓	✓	Seller Carry Back
✓	✓	Homestead Property	✓	✓	Private Party Loan
✓	✓	Purchase Price	✓	✓	Equity Loan
✓	✓	Total Assessment Value	✓	✓	Balloon Loan
✓		Assessment Year	✓	✓	Credit Line Loan
✓	✓	Last Market Record Date	✓	✓	Phone Numbers Only
✓	✓	Last Market Sale Date	✓	✓	Phone Numbers Exclude
✓	✓	Last Market Sale Price	✓	✓	Owner Occupied Only
✓		Owner Transfer Record Date	✓	✓	Junior Present/Exclude
✓		Owner Transfer Sale Date	✓	✓	Combined LTV
✓		Owner Transfer Sale Price	✓	✓	LTV
✓		Parcel ID	✓	✓	Equity (\$)
✓		Prior Market Recording Date	✓	✓	Equity (%)

Filter Only	Output	Filter/Output	Data Element
Premium Content – Demographics			
✓			Age
✓			Biz Owner Indicator
✓			Contributor
✓			Credit Card
✓			Direct Mail
✓			Education
✓			Estimated Income
✓			Ethnicity
✓			Gender
✓			Interests
✓			Investments
✓			Language
✓			Lifestyle Attributes
✓			Magazines
✓			Marital Status
✓			Occupation
✓			Presence of Children
✓			Religion
✓			Year of Birth

Output	Filter/Output	Data Element
Premium Content – Specialty Fields		
✓		Combined LTV
✓		LTV
✓		Equity (\$)
✓		Equity (%)
✓	✓	Current Home Value
✓	✓	Reverse Mortgage
✓	✓	Length of Residence
✓	✓	Pre-Foreclosure Flag
✓	✓	Assignment Date
✓	✓	Assigned Lender Name

Output	Filter/Output	Data Element
Premium Content – ARM (A La Carte)		
✓	✓	Interest Rate First Change Date
✓	✓	Interest Rate Next Change Date
✓	✓	Interest Rate Only
✓	✓	Interest Rate Change %
✓	✓	Interest Rate Change Freq
✓	✓	Interest Rate % Change Limit
✓	✓	Interest Rate Index Type
✓	✓	Interest Rate Maximum %
✓	✓	Negative Amortization
✓	✓	Payment Option
✓	✓	Prepay Penalty
✓	✓	Prepay Penalty Expire Date



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