



# 10 Tips for Real Estate Research Efficiency

**1 Reduce the time spent on news searches and keep your results accessible.**

Ensure you have the facts you need with access to the most comprehensive collection of news and business content available, and deliver results to your desktop or Dropbox® account in a click.

**2 Create Alerts to stay up-to-date on individuals and companies of interest.**

Monitor for new regulations, interest rate changes, industry trends, key sales triggers and more with results delivered to your email based on the schedule you choose.

**3 Generate focused prospecting lists based on your ideal company target.**

LexisNexis® Dossier enables you to create and download a list of top prospects using search parameters such as company type, annual revenue, NAICS/SIC code, and geography—including proximity search capabilities! In addition, an option to only include headquarter locations helps you identify decision makers.

**4 Create lists of executives for prospecting efforts.**

Researching and creating a list of executives can help you identify viable candidates for specific building / floor placements. Criteria such as job title, function, company type or geography can help you narrow down to the contacts of interest. Download your list with contact information such as phone and email for follow-up.

**5 Dive deeper into corporate buyers and sellers.**

Gain a deeper understanding of an organization with LexisNexis Dossier, a company research tool that provides in-depth profiles on more than 80 million public and private, global companies, 75 million executives and 1,000 industries. LexisNexis Dossier is very useful for getting company snapshot reports, or diving deeper into financials, SWOT analysis reports, industry reports and company comparisons.

**6 Get a 360 degree view of a decision maker or prospective client.**

Prepare for prospective client meetings with research. LexisNexis offers access to executive profiles with biographical background info, such as education, past employers, professional contact information and more. You can also search for mentions of individuals in current and archived news to uncover negative news coverage, testimonies from congressional hearings, SEC filings, compensation, etc. Remember—some news is available on the open web, but most websites have limited archival content going back 6 to 12 months only, unlike the 40-year archive maintained by LexisNexis.

**7 Search public records with greater efficiency to verify information and make connections.**

Finding relevant public records can feel like looking for a particular drop of water in the ocean because records are difficult to connect together. Using LexisNexis, you can cast a wide net that efficiently captures a complete picture of a person or business, regardless of location. LexisNexis® SmartLinx Comprehensive Reports searches across more than 65 billion public records, identifying connections between businesses, individuals and locations.

**8 Conduct thorough property assessments with ease.**

LexisNexis offers a comprehensive collection of Deed, Mortgages & Tax Assessor Records to find owners of a particular building or home. You can also identify and verify LLC partners / principals or property owners in a single search!

**9 It's all about what you know—details make the difference.**

Information is always a competitive advantage. Having greater knowledge about a property or owner allows you to develop effective strategies to grow your business. Look for properties with upcoming loan maturing dates. Search for franchises that may be looking to grow. Identify properties owned in a trust or foreclosed by a particular lender. Research land use, property sale dates and prices by geography.

**10 Conduct effective and efficient due diligence on potential business partners.**

Choosing who you partner with for business is one of the most important decisions you can make—and conducting due diligence can help protect you from unseen risks—before you take the next step. With LexisNexis, you can perform due diligence investigations using judgment and lien information, professional licenses, civil and criminal filings, PEP and sanctions lists and more.

## About LexisNexis

For nearly 40 years, LexisNexis has provided solutions that help organizations harness the power of information to support data-driven decision making. We remain dedicated to developing innovative tools to support your research, due diligence, media monitoring and analysis needs. Our commitment extends beyond comprehensive content and outstanding search technology to world-class client service support, ensuring that our clients gain maximum insights—and value—from LexisNexis Business Insight Solutions.

### For more information

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