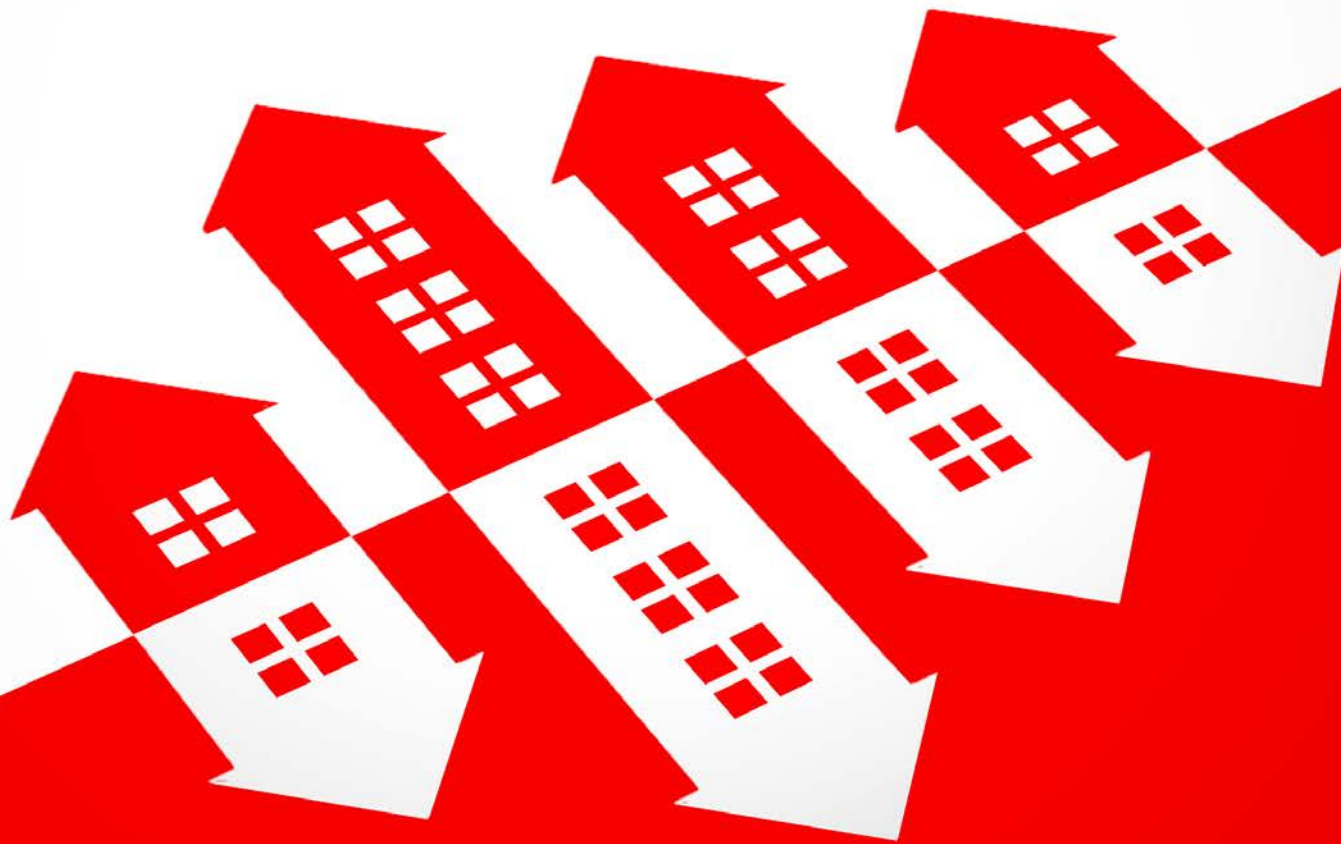


LexisNexis® Buyer's Guide

What You Need to Know Before Selecting a Real Estate Research Tool

Thanks to digital technology, you have an abundance of data at your fingertips. The problem? Not all information offers value. Separating the wheat from the chaff often consumes precious time and resources. In order to compete effectively—in strong markets or weak—real estate professionals need fast access to credible, relevant and up-to-date information. Do you have the right tool for the job?



This Buyer's Guide can help you identify gaps in your current approach to research and determine the features to help you bridge those gaps to fuel business growth and retention.

5 Signs You Need a More Powerful Research Solution

Answer each question to see if it's time to upgrade your approach to research.

1. Do you currently use multiple tools to perform due diligence on a property owner or to find news, legal data, company and executive information on public records?

 YES

 NO

2. Do your current tools enable you to easily uncover news mentions of clients and prospects and identify business opportunities?

 YES

 NO

3. Do your current research tools link relevant information to give you a complete picture of ownership including all property ownership entities linked to a specific individual?

 YES

 NO

4. Do your current research tools show signs of risk such as distress from judgments, liens and bankruptcies?

 YES

 NO

5. Do your current research tools provide access to critical information—even when property owners are outside of the United States?

 YES

 NO

Key Considerations When Choosing a Real Estate Research Solution

As a real estate professional, you rely on your research to stay ahead of the competition—so when it takes too long to get the answers you need, you can fall behind fast. Before you invest in a real estate research solution, consider these factors:



Data Breadth & Quality



Timely news from local, regional, national and international sources



Deep company, industry and executive data drawn from trusted, premium sources



Comprehensive access to public records

**65 BILLION
PUBLIC RECORDS**

**26,000+
NEWS AND BUSINESS
SOURCES**



Usability



Easy-to-use, intuitive interface and robust training and support



Flexible search options including entity-matching, Boolean and natural-language searches



Web and mobile access so you can use it where and when you need it



Features



Company, industry and executive report generation



Alert tool to stay up-to-date on trends, key accounts and new business opportunities



Linking technology to help connect the dots between people, locations and businesses

**CUSTOMIZED FOR
REAL ESTATE
PROFESSIONALS**

Why LexisNexis?

LexisNexis has earned a stellar reputation for its legal, business and academic research tools, but did you know that we also offer a bundled solution specially designed for real estate professionals?

LexisNexis for Real Estate Professionals can help you work more efficiently, saving valuable time and resources while connecting you to critical information for growing your business. How? Our customized interface allows you to quickly and easily access a wide variety of information through a simple search form, reducing the need to visit multiple sources.

"I would tell my colleagues in our industry that LexisNexis will save you a tremendous amount of time, which translates into a substantial amount of cost savings for any real estate business."

– Michael Soto, Research Manager at Transwestern



239 MILLION
CELL PHONE NUMBERS



657 MILLION
EMAIL ADDRESSES



80 MILLION
COMPANIES



75 MILLION
BUSINESS EXECUTIVES

LexisNexis for Real Estate Professionals brings together tools and content from:

Nexis®

Our flagship product features a robust collection of trusted premium and open web news and business sources, as well as vital regulatory and legal information and billions of public records, enabling you to:

- Keep up with critical issues that may impact your business.
- Work more efficiently by saving searches you conduct frequently.
- Set up Alerts to monitor for news about key clients or prospects, stay abreast of companies, trends, market changes and more.

LexisNexis® Dossier Suite

Offering company financials, industry analysis and hard-to-find contact data, Dossier allows you to search by company, industry or executive name so you can:

- Generate in-depth reports on companies or industries to better understand the competitive landscape and spot trends, opportunities and threats sooner.
- Leverage executive profiles that draw from premium sources like D-U-N-S® Decision Makers and D&B® Executive Affiliations.
- Pre-qualify prospective customers and create email lists of target buyers based on criteria you select—by industry code, company size, sales, geographic locations, earnings or position titles.

LexisNexis SmartLinx®

Our proprietary technology helps you filter through billions of public records simultaneously so you can:

- Capture valuable contact information including 750 million phone numbers not listed in directory assistance.
- Generate reports by person, business or location that summarize different types of information—addresses, voter registrations, licenses, real property and more.
- Uncover hidden connections—even when entities don't have a record in common—so you can connect names, address, phone numbers and other information with the appropriate people.

For more information

 LexisNexis.com/REBuyersGuide  888-46-NEXIS  @LexisNexisBiz  LexisNexis.com/BizBlog



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