

# Data Element Pricing - REISource Lists and ARM Data via CDS



Output/Filter/Output	Data Element	Base Lead
✓	Base Lead - Mailing Label Owner Name, Property and Mail Address  <i>Includes geography, owner status, phone, LTV and Equity selections</i>	\$0.08

Standard Mortgage Data		Incl
✓	Interest Rate	✓
✓	Lender	✓
✓	Lender Address	✓
✓	Mortgage Amount	✓
✓	Mortgage Date	✓
✓	Mortgage Term	✓
✓	Loan Rate Type	✓
✓	Junior Present/Exclude	✓
✓	Primary Loan Type	✓
✓	Seller Carry Back	✓
✓	Private Party Loan	✓
✓	Equity Loan	✓
✓	Balloon Loan	✓
✓	Credit Line Loan	✓
✓	Transaction Type	✓
✓	Maturity Date	✓
✓	Matured Mortgage	✓

Property Characteristics		Incl
✓	Property Type	✓
✓	Year Built	✓
✓	Lot Area	✓
✓	Homestead Property	✓
✓	Last Market Record Date*	✓
✓	Last Market Sale Date*	✓
✓	Last Market Sale Price*	✓
✓	Assessment Year*	✓
✓	Owner Transfer Record Date*	✓
✓	Owner Transfer Sale Date*	✓
✓	Owner Transfer Sale Price*	✓
✓	Prior Market Recording Date*	✓
✓	Prior Market Sale Date*	✓
✓	Prior Market Sale Price*	✓
✓	Sale Price Type	✓
✓	Swimming Pool Present	✓
✓	Living Area	✓
✓	Purchase Price	✓
✓	Total Assessed Value	✓
✓	Bathrooms	✓
✓	Bedrooms	✓
✓	County Use Code	✓
✓	State Land Use Code	✓
✓	Improved %	✓
✓	Improved Assessed Value	✓
✓	Land Assessed Value	✓
✓	Parcel ID Range	✓
✓	Sale Deed Type	✓
✓	Property Tax Amount*	✓

Expanded Property Characteristics		\$0.02
✓	Above Grade Area	✓
✓	Basement Area	✓
✓	Basement Type	✓
✓	Buildings - Number of	✓
✓	Units - Number of	✓
✓	1st Floor Area	✓
✓	2nd Floor Area	✓
✓	Air Conditioning	✓
✓	Construction Type	✓
✓	Exterior Wall	✓
✓	Foundation	✓
✓	Parking Spaces	✓
✓	Parking Type	✓
✓	Porch / Patio Type	✓
✓	Stories/ Floors	✓
✓	Style	✓
✓	Waterfront Influence	✓
✓	Fireplace	✓
✓	Garage Area	✓
✓	Heat Type	✓
✓	Rooms - Number of	✓
✓	Roof Material	✓

Filter Only	Output/Filter/Output	Data Element	Premium Fee
✓		Age*	0.010
✓		Business Owner*	0.005
✓		Contributor*	0.005
✓		Credit Card*	0.005
✓		Direct Mail*	0.005
✓		Education*	0.005
✓		Estimated Income*	0.005
✓		Ethnicity*	0.010
✓		Gender*	0.005
✓		Interests*	0.005
✓		Investments*	0.005
✓		Language*	0.005
✓		Lifestyle Attributes*	0.005
✓		Magazines*	0.005
✓		Marital Status*	0.005
✓		Occupation*	0.005
✓		Presence of Children*	0.005
✓		Religion*	0.005
✓		Year of Birth*	0.010

\*Denotes Demographic Data Element - note that one-time client acceptance of privacy concerns is required.

Premium Content - Specialty Fields		
✓	Combined LTV	0.100
✓	LTV	0.100
✓	Equity (\$)	0.100
✓	Equity (%)	0.100
✓	Current Home Value	0.100
✓	Reverse Mortgage	0.050
✓	Length of Residence	0.030
✓	Pre-Foreclosure Flag	0.020
✓	Assignment Date	0.020
✓	Assigned Lender Name	0.040
✓	Default (Pre-Foreclosure)	0.030
✓	Pending Auction Sale	0.030
✓	Bank Owned REO Prpty	0.040

Output/Filter/Output	Data Element	Premium Fee
✓	Interest Rate First Change Date	0.45
✓	Interest Rate Next Change Date	0.25

Premium Content - ARM (A La Carte)		
✓	Interest Rate Only	0.25
✓	Interest Rate Change %	0.25
✓	Interest Rate Change Freq	0.25
✓	Interest Rate % Change Limit	0.25
✓	Interest Rate Index Type	0.25
✓	Interest Rate Maximum %	0.35
✓	Negative Amortization	0.25
✓	Payment Option	0.25
✓	Prepay Penalty	0.25
✓	Prepay Penalty Expire Date	0.25

Premium Content - ARM Bundles*		
✓	H10 Basic ARM Mix	0.25
✓	H20 Pay Option ARM	0.45
✓	H40 Full ARM Record	0.65

"H\_" price added to base lead price will equal price for ARM via offline fulfillment)

ARM Rate Rider Image (With ARM Order)*		
✓	Tier A Counties	0.70
✓	Tier B Counties	1.25

\* ARM Bundles/Images delivered via Offline Fulfillment but will also be enabled once available in ListSource

Just Listed/Just Sold Bundle (Includes 100+ Labels)		
✓	F10 Basic Farm Bundle*	1.00

\*When commercially available.

✓ Signifies this function will be enabled at contract level.

Initials

Date

# ARM Bundle Lead Fields ("H" Leads)

Available via CDS or ListSource

(H10, H20, H40 are not currently available in ListSource but will be activated when ready)

ARM a la Carte A La Carte ARM Fields	H40 ARM Full Record Bundle (H40)	H20 ARM Pay Option Bundle (H20)	H10 ARM Basic Mix Bundle (H10)
Interest Rate Change Date	Calc Subsequent Chg Date		Next Change Date (filter)
Interest Only	Interest Only Flag	Interest Only Flag	
Interest Rate Change %	Interest Rate Calculation Change		
Interest Rate % Change Limit	Interest Rate Change Percent Limit		
Interest Rate Index Type	Interest Rate Index Type		
Interest Rate Maximum %	Interest Rate Maximum Percentage		
	MM 1 First Change Date	MM 1 First Change Date	
Negative Amortization	Neg Amortization Flag	Neg Amortization Flag	Neg Amortization Flag
Payment Option	Pay Option Flag	Pay Option Flag	Pay Option Flag
	Pre Payment Expire Date (# months)	Pre Payment Expire Date (# months)	Pre Payment Expire Date (# months)
	Pre Payment Rider Indicator	Pre Payment Rider Indicator	
Prepayment Penalty Expire Date	Prepayment Exp Date	Prepayment Exp Date	
Prepayment Penalty	Prepayment Ind	Prepayment Ind	
Interest Rate Change Frequency	Subseq Int Rate Change Freq		
	Subseq Int Rate Change Interval		
	Combined LTV	Combined LTV	Combined LTV
	Mail Addr Full	Mail Addr Full	Mail Addr Full
	Mail Carrier Route	Mail Carrier Route	Mail Carrier Route
	Mail City	Mail City	Mail City
	Mail State	Mail State	Mail State
	Mail Zip+4	Mail Zip+4	Mail Zip+4
	MM 1 Interest Rate	MM 1 Interest Rate	MM 1 Interest Rate
	MM 1 Lender Name	MM 1 Lender Name	MM 1 Lender Name
	MM 1 Loan Amt	MM 1 Loan Amt	MM 1 Loan Amt
	MM 1 Maturity Date	MM 1 Maturity Date	MM 1 Maturity Date
	MM 1 Mortgage Term	MM 1 Mortgage Term	MM 1 Mortgage Term
	MM 1 Origination Date	MM 1 Origination Date	MM 1 Origination Date
	MM 2 Interest Rate	MM 2 Interest Rate	MM 2 Interest Rate
	MM 2 Lender Name	MM 2 Lender Name	MM 2 Lender Name
	MM 2 Loan Amt	MM 2 Loan Amt	MM 2 Loan Amt
	MM 2 Maturity Date	MM 2 Maturity Date	MM 2 Maturity Date
	MM 2 Mortgage Term	MM 2 Mortgage Term	MM 2 Mortgage Term
	MM 2 Mortgage Type	MM 2 Mortgage Type	MM 2 Mortgage Type
	MM 2 Origination Date	MM 2 Origination Date	MM 2 Origination Date
	MM 2 Rate Type	MM 2 Rate Type	MM 2 Rate Type
	Name	Name	Name
	Owner First 1	Owner First 1	Owner First 1
	Owner First 2	Owner First 2	Owner First 2
	Owner Last 1	Owner Last 1	Owner Last 1
	Owner Last 2	Owner Last 2	Owner Last 2
	Owner Occup Status	Owner Occup Status	Owner Occup Status
	Phone Number	Phone Number	Phone Number
	Prop Addr Full	Prop Addr Full	
	Prop City	Prop City	
	Prop County	Prop County	
	Prop Land Use Code	Prop Land Use Code	
	Prop State	Prop State	
	Prop Zip+4	Prop Zip+4	
	Property Carrier Route	Property Carrier Route	
	Recording Date (1st Mrtg)	Recording Date	
	Sale Date	Sale Date	
	Sale Price	Sale Price	

A La Carte Fields may be selected in combination with other ListSource Elements; "H" Leads May Not be.

# ARM RATE RIDER IMAGE PRICING (MARKETING USE ONLY)

As of 09.07.07

New Counties will be added at Tier B Pricing

TIER A -PER IMAGE:		#REF!	TIER B-PER IMAGE:		#REF!					
AL Baldwin	FL	Palm Beach	AK Anchorage	IL	Saint Clair	NC Davie	OH	Marion	TN	White
AL Mobile	FL	Pasco	AK Bristol Bay	IL	Tazewell	NC Durham	OH	Medina	TX	Angelina
AZ Graham	FL	Pinellas	AK Kenai Peninsula	IL	Winnebago	NC Franklin	OH	Mercer	TX	Bandera
AZ La Paz	FL	Polk	AL Jefferson	IL	Woodford	NC Gaston	OH	Paulding	TX	Bastrop
AZ Maricopa	FL	Putnam	AL Shelby	IN	Allen	NC Gates	OH	Pickaway	TX	Bexar
AZ Mohave	FL	Saint Johns	AR Boone	IN	Daviess	NC Guilford	OH	Pike	TX	Blanco
AZ Navajo	FL	Saint Lucie	AR Lonoke	IN	Hamilton	NC Hertford	OH	Richland	TX	Brazoria
AZ Pima	FL	Santa Rosa	AR Pulaski	IN	Marion	NC Hyde	OH	Ross	TX	Brazos
AZ Pinal	FL	Sarasota	AZ Apache	IN	Marshall	NC Johnston	OH	Stark	TX	Cameron
AZ Yavapai	FL	Seminole	AZ Cocorino	KS	Douglas	NC Jones	OH	Summit	TX	Comal
CA Alameda	FL	Sumter	AZ Gila	KS	Johnson	NC Lee	OH	Trumbull	TX	Dallas
CA Contra Costa	FL	Suwannee	AZ Yuma	KS	Leavenworth	NC Lincoln	OH	Van Wert	TX	El Paso
CA Fresno	FL	Taylor	CA Alpine	KS	Wyandotte	NC Mitchell	OH	Warren	TX	Ellis
CA Imperial	FL	Volusia	CA Amador	LA	E Baton Rouge	NC Montgomery	OH	Washington	TX	Fort Bend
CA Kern	FL	Wakulla	CA Butte	MA	Essex-Nth	NC New Hanover	OH	Wayne	TX	Galveston
CA Kings	FL	Walton	CA Calaveras	MA	Hampton	NC Pamlico	OH	Wood	TX	Grayson
CA Los Angeles	IL	Cook	CA Colusa	MA	Middlesex-Nth	NC Pasquotank	OK	Pottawatomie	TX	Guadalupe
CA Madera	IL	DeKalb	CA Del Norte	MA	Middlesex-Sth	NC Perquimans	OR	Clackamas	TX	Hardin
CA Merced	IL	Du Page	CA El Dorado	MA	Suffolk	NC Robeson	OR	Clatsop	TX	Harris
CA Napa	IL	Kane	CA Glenn	MA	Worcester-Nth	NC Rockingham	OR	Columbia	TX	Hays
CA Orange	IL	Kendall	CA Humboldt	MA	Worcester-Sth	NC Sampson	OR	Coos	TX	Henderson
CA Plumas	IL	Lake	CA Inyo	MD	Baltimore	NC Stanly	OR	Douglas	TX	Jefferson
CA Riverside	IL	McHenry	CA Lake	MD	Baltimore City	NC Stokes	OR	Klamath	TX	Johnson
CA San Benito	IL	Will	CA Lassen	MD	Caroline	NC Tyrrell	OR	Lane	TX	Kaufman
CA San Bernardino	IN	Lake	CA Marin	MD	Carroll	NC Union	OR	Multnomah	TX	Kendall
CA San Diego	IN	LaPorte	CA Mariposa	MD	Cecil	NC Vance	OR	Washington	TX	Lee
CA San Francisco	IN	Porter	CA Mendocino	MD	Dorchester	NC Wake	OR	Yamhill	TX	Liberty
CA San Joaquin	MD	Anne Arundel	CA Modoc	MD	Garrett	NC Washington	PA	Beaver	TX	Llano
CA Santa Barbara	MD	Calvert	CA Mono	MD	Harford	NC Yadkin	PA	Berks	TX	McLennan
CA Santa Clara	MD	Charles	CA Monterey	MD	Kent	NE Lancaster	PA	Bucks	TX	Midland
CA Santa Cruz	MD	Frederick	CA Nevada	MD	Queen Anne's	NE Sarpy	PA	Chester	TX	Nacogdoches
CA Stanislaus	MD	Howard	CA Placer	MD	Somerset	NE Scotts Bluff	PA	Dauphin	TX	Navarro
CA Tulare	MD	Montgomery	CA Sacramento	MD	Talbot	NH Merrimack	PA	Delaware	TX	Nueces
CA Ventura	MD	Prince Georges	CA San Luis Obispo	MD	Washington	NJ Bergen	PA	Lancaster	TX	Parker
CA Yolo	NC	Rowan	CA San Mateo	MD	Wicomico	NJ Camden	PA	Lehigh	TX	Randall
CO Adams	NM	Bernalillo	CA Shasta	MD	Worcester	NJ Hunterdon	PA	Montgomery	TX	Rockwall
CO Boulder	NV	Carson City	CA Sierra	MI	Allegan	NJ Monmouth	PA	Philadelphia	TX	San Patricio
CO Denver	NV	Clark	CA Siskiyou	MI	Barry	NJ Ocean	SC	Anderson	TX	Smith
CO Douglas	NV	Douglas	CA Solano	MI	Bay	NJ Somerset	SC	Dorchester	TX	Tarrant
CO Eagle	NV	Washoe	CA Sonoma	MI	Calhoun	NM Chaves	SC	Florence	TX	Travis
CO El Paso	OH	Cuyahoga	CA Sutter	MI	Clinton	NM Los Alamos	SC	Horry	TX	Victoria
CO Jefferson	OH	Portage	CA Tehama	MI	Eaton	NM Valencia	SC	Lexington	TX	Wichita
CO Weld	TN	Davidson	CA Trinity	MI	Genesee	NV Elko	SC	Richland	TX	Williamson
FL Alachua	TN	Shelby	CA Tuolumne	MI	Kalamazoo	NV Eureka	TN	Anderson	TX	Wise
FL Baker	TN	Williamson	CA Yuba	MI	Kent	NV Humbolt	TN	Bedford	UT	Box Elder
FL Bay	TN	Wilson	CO Arapahoe	MI	Lapeer	NV Lander	TN	Bradley	UT	Davis
FL Brevard	TX	Collin	CO Broomfield	MI	Lenawee	NV Lincoln	TN	Claiborne	UT	Iron
FL Broward	TX	Denton	CO Chaffee	MI	Livingston	NV Lyon	TN	Clay	UT	Salt Lake
FL Charlotte	TX	Montgomery	CO Delta	MI	Macomb	NV Nye	TN	Cocke	UT	Sevier
FL Citrus	WA	Thurston	CO Elbert	MI	Midland	NV Pershing	TN	Coffee	UT	Summit
FL Clay			CO Fremont	MI	Muskegon	NV Storey	TN	Cumberland	UT	Tooele
FL Collier			CO Garfield	MI	Oakland	NV White Pine	TN	Decatur	UT	Utah
FL Columbia			CO Gilpin	MI	Ottawa	NY Albany	TN	Dickson	UT	Wasatch
FL Dade			CO La Plata	MI	Saginaw	NY Boroughs	TN	Fayette	UT	Washington
FL Duval			CO Larimer	MI	Shaiwassee	NY Bronx	TN	Fentress	UT	Weber
FL Escambia			CO Mesa	MI	Washtenaw	NY Brooklyn	TN	Giles	VA	Clarke
FL Flagler			CO Montrose	MI	Wayne	NY Manhattan	TN	Grainger	WA	Adams
FL Franklin			CO Morgan	MN	Dakota	NY Monroe	TN	Greene	WA	Benton
FL Gadsden			CO Park	MO	Butler	NY New York	TN	Grundy	WA	Clark
FL Gilchrist			CO Pueblo	MO	Cass	NY Queens	TN	Hamblen	WA	Cowlitz
FL Glades			CO Summit	MO	Clay	NY Rockland	TN	Hawkins	WA	Douglas
FL Gulf			CO Teller	MO	Franklin	NY Staten Island	TN	Hickman	WA	Franklin
FL Hendry			DC District of Columbia	MO	Greene	NY Suffolk	TN	Humphreys	WA	Grays Harbor
FL Hernando			DE New Castle	MO	Jackson	OH Ashtabula	TN	Jackson	WA	Jefferson
FL Highlands			FL Bradford	MO	Jefferson	OH Athens	TN	Jefferson	WA	King
FL Hillsborough			FL Hamilton	MO	Platte	OH Auglaize	TN	Lawrence	WA	Kitsap
FL Holmes			FL Levy	MO	Saint Charles	OH Brown	TN	Lincoln	WA	Lewis
FL Indian River			FL Washington	MO	Saint Louis	OH Butler	TN	Macon	WA	Mason
FL Jackson			GA Houston	MO	St Louis City	OH Clark	TN	Madison	WA	Pacific
FL Jefferson			HI Honolulu/Statewide	MT	Cascade	OH Clermont	TN	Marion	WA	Pierce
FL Lafayette			IA Dallas	MT	Flathead	OH Delaware	TN	Marshall	WA	Skagit
FL Lake			IA Johnson	MT	Gallatin	OH Fairfield	TN	Mauzy	WA	Snohomish
FL Lee			IA Linn	MT	Missoula	OH Fayette	TN	Perry	WA	Spokane
FL Leon			IA Scott	MT	Yellowstone	OH Franklin	TN	Polk	WA	Yakima
FL Manatee			ID Bannock	NC	Alexander	OH Greene	TN	Sequatchie	WI	Dodge
FL Marion			ID Twin Falls	NC	Ashe	OH Hamilton	TN	Sevier	WI	Jefferson
FL Martin			IL Boone	NC	Avery	OH Hancock	TN	Smith	WI	Milwaukee
FL Monroe			IL Champaign	NC	Buncombe	OH Highland	TN	Sumner	WI	Racine
FL Nassau			IL Coles	NC	Camden	OH Lake	TN	Union		
FL Okaloosa			IL La Salle	NC	Catawba	OH Lawrence	TN	Van Buren		
FL Okeechobee			IL Madison	NC	Cherokee	OH Licking	TN	Washington		
FL Orange			IL McLean	NC	Cleveland	OH Madison	TN	Wayne		
FL Osceola			IL Peoria	NC	Cumberland	OH Mahoning	TN	Weakley		