

Access the Nation's Largest Independent Database of **REAL ESTATE "IN-MARKET" DATA**

First Movers Advantage, LLC compiles a real estate database using hundreds of public advertising sources to capture over 95% of all US residential properties for sale. It is the most complete and accurate independent snapshot of the current real estate market.

We know the power of timely data, so we collect **daily** to include properties the moment they are newly offered "for sale." We track properties until they are off the market so that our data is always up-to-date. We collect all the critical property data points that you need to make informed sales, marketing, and strategic decisions for your business.

DATA LICENSE

Gain access to the entire database for in-house use. Perfect for real estate valuation and risk management tools. For customer retention, monitor the properties of current customers and identify those that are planning a move.

VAR LICENSE (Value Add Resellers)

Provide your clients with additional data in the fulfillment of your usual services. Perfect for advertising and marketing agencies. Gain access to the database for a minimum monthly fee and then report client usage for an additional monthly royalty payment.

LIST RENTAL

We offer a solution if you do not need full access to the entire database but want mailing lists for campaigns. Daily lists can be purchased based on a per-record price for both pre-mover/homeowners and real estate agents.

Note:

- Data is compiled from real estate "For Sale" ads and other public sources.
- Our data is **not** compiled from Realtors or their proprietary MLS systems.
- We do not license data for public internet display.

Properties "In-Market"



Pre-Movers



Real Estate Agents



Contact

Telephone: (833) 410-DATA (3282)

Email: datasales@fmadata.com

REAL ESTATE IN-MARKET DATABASE

It's a one-of-a-kind, independent data source that you can rely on. We compile key residential real estate information from hundreds of public advertising sources to make sure we offer a complete and accurate snapshot of the active real estate "for sale" market.

We collect **daily** so our data is always up-to-date. We capture all the critical property data points needed for your business.

Active Properties Data

- **Property Location:** Complete address information and geo-coordinates (where available).
- **Market Data:** Asking price, current market status, and market activity dates.
- **Property Attributes:** Bedrooms, bathrooms, square feet, and more.
- **Pre-Mover:** Homeowner name and address verified by county record.
- **Real estate company & agent data** with their contact information.
- No property photos or other copyrightable information.

Services

- **Full Data Licenses:** Call for pricing
- **VAR (Value Add Resellers) License:** Call for monthly minimum and royalty pricing.

Average National Record Counts

- 104,000 Per Week
- 625,000 Per Month
- 1,250,000 Per Quarter
- Call for counts in your area.

Delivery Options

- API
- SFTP
- Call if you require another delivery method.

Requirements

- Data License Agreement
- Monthly payment by ACH
- Reporting by the 15th of the month on previous month's usage. Royalty is due upon receipt of invoice.

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PRE-MOVERS LIST

Residential pre-movers are highly responsive to offers of services for moving, mortgage, insurance, home improvement, home security, and more. By marketing to homeowners during the pre-mover stage, you can gain a customer's repeat business or acquire a new customer. Utilize data to contact them when their homes are new-to-market and follow up at pending status.

Our list provides a steady source of qualified leads for your marketing program. Get in front of thousands of ready-to-buy prospects.

- Updated daily for timeliness
- Bad records are suppressed from the list: new constructions, vacant, investor-owned, bank-owned properties (REO), duplicates, and non-homeowner-occupied properties.
- Addresses are verified to ensure accuracy
- Delivery points verified to reduce return mail
- National coverage
- Delivered daily Monday-Friday with weekly limit

Base Record Includes

- Homeowner name on ALL records
- Street address, city, state, and zip code
- Asking price of home
- Date advertised

Prices*

0 - 4,999 records	\$0.30 each
5,000 - 9,999 records	\$0.25 each
10,000+ records	\$0.20 each

* No minimum purchase required. Price based on the number of records each week.

Average National Record Counts

- 62,500 Per Week
- 250,000 Per Month
- 750,000 Per Quarter
- Call for counts in your area.

Selection Criteria**

- Counties, Zip Codes, or Mile Radius
- Asking price of homes
- Market Status: New or pending

** We do not charge selection fees, file fees, or run charges.

Formats & Delivery Options

- Adobe Acrobat PDF (Mailing Labels)
- MS Excel Spreadsheet
- Text file

Files are downloadable from your online customer account. Call if you require another delivery method.

Requirements

- Sample mail piece required.
- List rental agreement required.
- Credit card payment or ACH prepayment required.

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REAL ESTATE AGENT LIST

For most homes on the market, there is a real estate agent working with the homeowner. Homeowners rely on their real estate agent's recommendations for home improvements, mortgages, insurance, moving services, and other purchases needed during the buying and selling of a home.

Our database identifies the active real estate agents in your area. Time your outreach to agents when they advertise an active home for sale and improve your chances of winning their referrals.

Our weekly list provides a steady source of qualified leads for your marketing program. Get in front of thousands of real estate agents each week.

- Properties new to the market are collected daily
- National coverage
- List delivered once a week on Monday morning

Base Record Includes

- Real estate company name and address
- Agent's name, phone, email, and social media (where available)
- Property information, including address, price, and date advertised

Prices*

0 - 4,999 records	\$0.30 each
5,000 - 9,999 records	\$0.25 each
10,000+ records	\$0.20 each

* No minimum purchase required. Price based on the number of records each week.

Average National Record Counts

- 62,500 Per Week
- 250,000 Per Month
- 750,000 Per Quarter
- Call for counts in your area.

Selection Criteria**

- Counties, Zip Codes, or Mile Radius
- Asking price of homes
- Real estate companies

** We do not charge selection fees, file fees, or run charges.

Formats & Delivery Options

- Adobe Acrobat PDF (Mailing Labels)
- MS Excel Spreadsheet
- Text file

Files are downloadable from your online customer account. Call if you require another delivery method.

Requirements

- Sample mail piece required.
- List rental agreement required.
- Credit card payment or ACH prepayment required.