

Realist[™] ValueMap[™] Quick Reference Guide



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Welcome to Realist[™] ValueMap

Thank you for choosing First American CoreLogic and Realist ValueMap, the nation's leading mapbased query tool. Realist ValueMap provides you with 24/7 access to the complete spectrum of property information-covering 97% of U.S. real estate transactions.

Realist ValueMap can help you release the untapped power of your listing data and establish your Web Site as *the* premium source of home valuations.

Realist ValueMap enables your MLS, its brokers, and their agents to take advantage of powerful tools that help differentiate your Website against the competition.

- Enter a home address and Realist ValueMap instantly provides the estimated value of the home
- Determine the estimated value of adjacent homes
- □ Allow users to adjust home facts and re-calculate a home's value
- \square View nearby homes for sale and similar homes in the area that have recently sold

More than a home valuation site, Realist ValueMap brings all of this to life with highly interactive mapping features such as: up-to-date street maps, Bird's Eye and Aerial imagery, and even parcel lot lines.

Realist ValueMap differs from other home valuation Websites by using a combination of local MLS listing data and First American CoreLogic's industry leading automated-valuation models. The combination of these two powerhouses produces a more accurate valuation that will increase customer confidence and rate of return and/or referrals to the site.

Benefits of Realist ValueMap include:

- Boost "stickiness" of your Website by offering premium home valuations, useful tools & calculators, trend data, and current listing & comparable properties displayed on an interactive map. Keep users on your site longer and reduce abandonment to other competing home valuation Websites.
- Increase agents and/or broker satisfaction with the option to host Realist ValueMap on their Website via a private label solution
- Create a sense of community among your customers and communicate with them, and their friends, through alert services. All communications will come from your email account (when available).

To get started, simply follow the instructions within this document and see the powerful benefits of Realist ValueMap today!



Registering to Use Realist ValueMap

Step 1: Register and Begin Using

To register and begin using Realist ValueMap simply select the "Realist ValueMap" menu item from the main Realist menu bar and select "Search".





Step 2: License Agreement

Review the Realist ValueMap End User License Agreement and "Accept" the terms and conditions. If you "Accept" the terms you will be granted access to Realist ValueMap. If you "Decline" the terms of the license agreement, you will not be able to access Realist ValueMap.

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Congratulations! You are now registered and ready to use Realist ValueMap from within Realist.



Step 3: How to Search

To begin a Realist ValueMap search from within Realist, simply select the "Search" menu option from underneath the Realist ValueMap menu header as shown below:





Managing Your Realist ValueMap Account

Step 1: "My Realist ValueMap"

To manage your Realist ValueMap account after you have completed the registration process, simply select "My Realist ValueMap" from the Realist ValueMap menu header as seen below.

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Step 2: "My Account"

From the "My Account" page you will be able to see and manage the details of your account.

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Optional Agent/Broker Registration

If your MLS provider offers agent/broker registration you may register to host Realist ValueMap on your agent/broker site. This will allow you to establish your Web site as the premium source of home valuations. In addition, you will be able to provide users of your Web site access to valuable calculators and notification functions – thus keeping users on your site longer without losing them to competing home valuation sites.

Step 1: "My ValueMap"

If you have access to agent/broker registration, you can start the process by selecting the "My ValueMap" menu item from the Realist ValueMap menu item.

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Step 2: Registration Process

Next, you will need to complete the registration process and provide information about yourself and the Web site where Realist ValueMap will be framed.

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Step 3: Confirmation Registration Email

After you have completed the registration form, a separate confirmation of your registration will be sent via email to the email address that was provided by your MLS. If this email address is incorrect please contact your MLS administrator. See below for an example.

From: valuemap.sna.ca@firstam.com [mailto:valuemap.sna.ca@firstam.com] Sent: Friday, January 18, 2008 4:27 PM To: Joe Sample Subject: Thank you for registering with Realist ValueMap

Thank you for registering. You have been issued a license to use Realist ValueMap.

The details of your registration are listed below.

Licensee Name: License Code:

Joe Sample fc15eda15b5a4

- <u>Click here</u> for site integration samples.
- <u>Click here</u> to go to your Realist ValueMap site.



Step 4: Integration Samples

From this email you will be able to see how Realist ValueMap will be framed within your Website by selecting "Click Here to go to your Realist ValueMap site".

Select "Click Here for site integration samples" to view sample code for 3 Realist ValueMap banners that you can use to help drive traffic to the Realist ValueMap instance on your website.



For best integration results, please work with your Webmaster to implement Realist ValueMap on your Website. First American CoreLogic is not responsible for issues related to the integration activities of agents/broke



Did You Know? Maintenance, site branding

updates and web trend reporting is included in the suite of services eliminating concerns you may have in aligning the look and feel to your core website.

Step 5: Users Can Begin Searching

Once your Webmaster has completed the RVM integration, your Web site users can begin their search for home valuations by entering a home address on the main search screen.





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