



# Realist™ ValueMap™

## Quick Reference Guide



First American  
**CORELOGIC**



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## Welcome to Realist™ ValueMap

Thank you for choosing First American CoreLogic and Realist ValueMap, the nation's leading map-based 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
- 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:

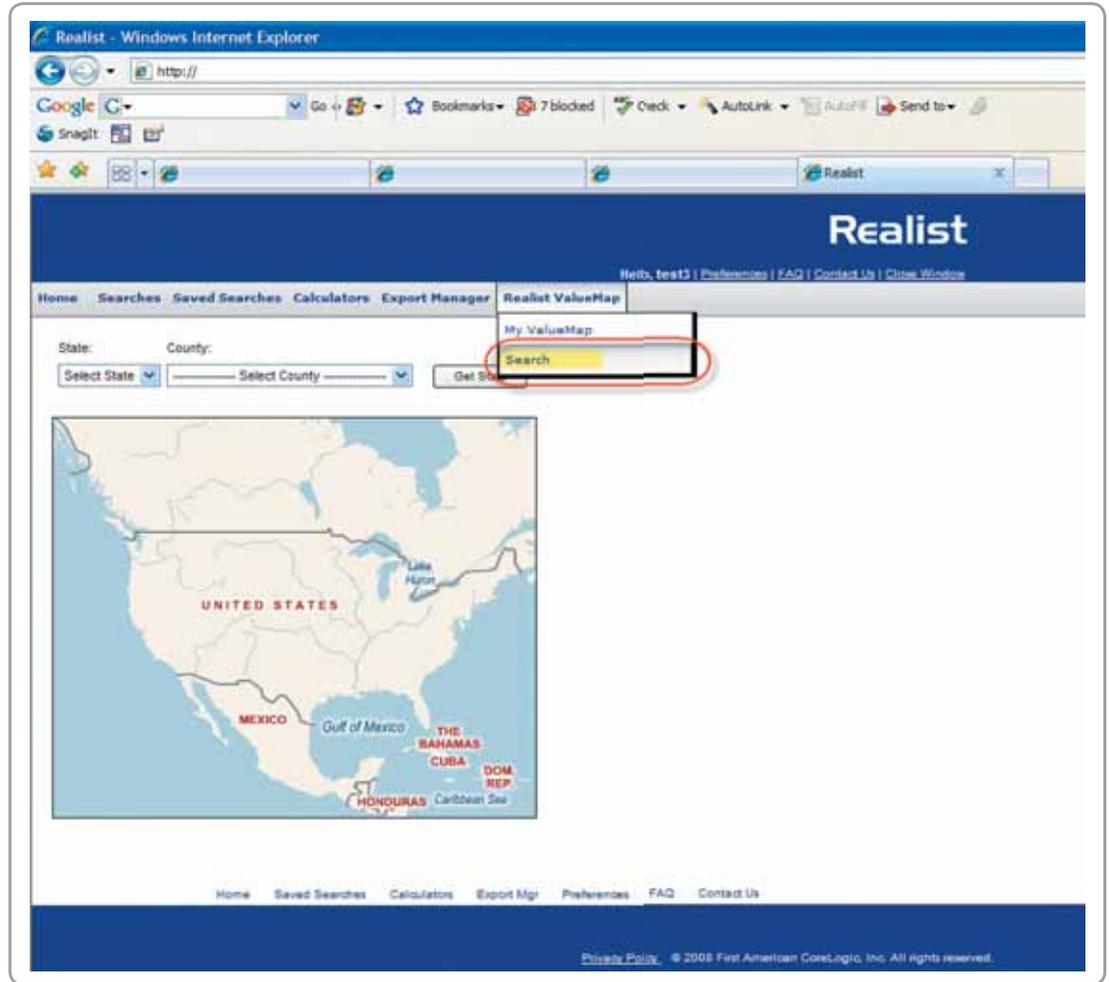
- Boost "stickiness" of your Website by offering premium home valuations, useful tools & calculators, trend data, and current listing & comparable properties displayed on an interactive map. Keep users on your site longer and reduce abandonment to other competing home valuation Websites.
- Increase agents 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

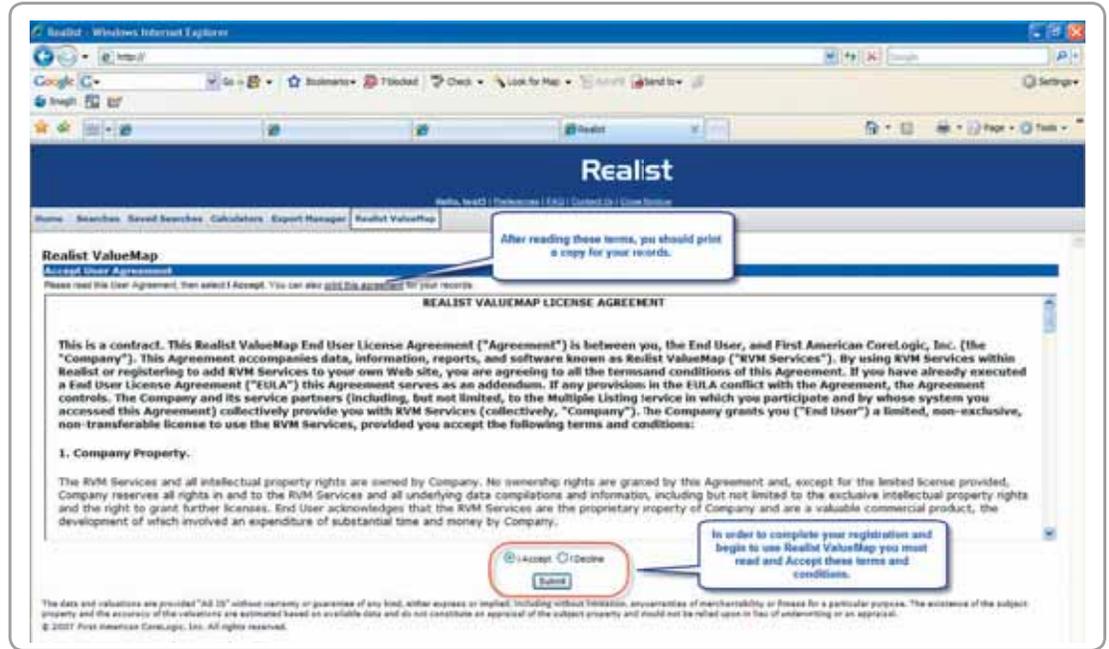
## Step 1: Register and Begin Using

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

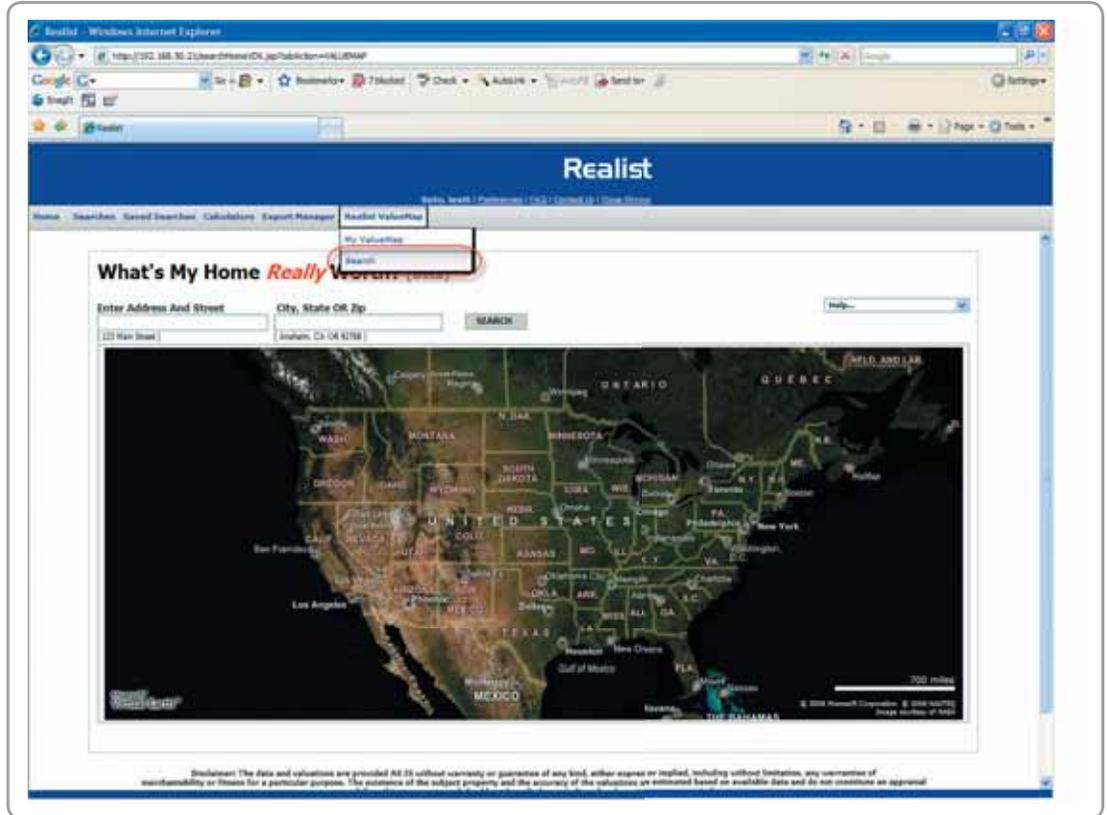
Review the Realist ValueMap End User License Agreement and "Accept" the terms and conditions. If you "Accept" the terms you will be granted access to Realist ValueMap. If you "Decline" the terms of the license agreement, you will not be able to access Realist ValueMap.



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.

The screenshot shows the Realist website interface. The 'Realist ValueMap' menu is open, and 'My ValueMap' is highlighted with a red circle. The page displays a map of Orange County, CA, and two data tables for 'Single Family Residence' and 'Condominium' sales.

Single Family Residence		
Time Period	Number of Sales	Median Sale Price
Apr 2005	2,893	\$642,500
Apr 2004	3,050	\$500,000
Mar 2005	3,150	\$625,000
Mar 2004	3,051	\$557,000
2005 YTD	31,079	\$660,000
2004	31,023	\$580,000

Condominium		
Time Period	Number of Sales	Median Sale Price
Apr 2005	1,841	\$439,000
Apr 2004	1,882	\$408,750
Mar 2005	1,807	\$435,000
Mar 2004	1,728	\$379,500
2005 YTD	17,704	\$455,000
2004	16,941	\$400,000

## Step 2: "My Account"

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

The screenshot shows a web browser window titled "Realist - Windows Internet Explorer". The address bar shows the URL: <http://192.168.50.21/servicesHomeVDX.jsp?tabAction=VALUEMAP>. The browser toolbar includes Google, Snagit, and Realist. The page content is as follows:

- Realist** logo and navigation links: [Home](#), [Searches](#), [Saved Searches](#), [Calculators](#), [Export Manager](#), [Realist ValueMap](#), [Help, tests](#), [Preferences](#), [FAQ](#), [Contact Us](#), [Close Window](#)
- My Account** section:
  - About Me**
    - MLS User ID: Joe Sample
    - First Name: Joe
    - Last Name: Sample
    - Telephone: 888-555-1212
    - Email: Joe@ACMEHouse&Home.com
    - I am a:  Broker,  Agent
    - Brokerage Name: ACME House & Home
  - About My Website**
    - Site Name: ACME House & Home
    - Site URL: http://ACMEHouse.com
  - My Logo**
    - Text: "You can present a logo at the top of the Realist ValueMap page by selecting an image below. If you do not select one, Realist ValueMap will not display a logo and y"
    - Existing Banner Ad: 
    - New Banner Ad:  1024px X 92px maximum image size
    - My ValueMap License: fc15eda
    - [Click Here To View Sample](#)
    -
- Disclaimer: "The data and valuations are provided "AS IS" without warranty or guarantee of any kind, either express or implied, including without limitation, any warranties s subject property and the accuracy of the valuations are estimated based on available data and do not constitute an appraisal of the subject property and should © 2007 First American CoreLogic, Inc. All rights reserved."

## 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.

Realist - Windows Internet Explorer

http://

Google

Bookmarks 7 blocked

Realist

Realist

Hello, test5 | Preferences | FAQ | Contact Us | Close Window

Home Searches Saved Searches Calculators Export Manager **Realist ValueMap**

My ValueMap

Search

State: CA County: ORANGE

Get State

**FOR ORANGE County CA**

Realist's most recent recording date for this county is 06/07/2005

Single Family Residence		
Time Period	Number of Sales	Median Sale Price
Apr 2005	2,893	\$642,500
Apr 2004	3,050	\$580,000
Mar 2005	3,150	\$625,000
Mar 2004	3,051	\$557,000
2005 YTD	31,879	\$660,000
2004	31,023	\$580,000

Condominium		
Time Period	Number of Sales	Median Sale Price
Apr 2005	1,541	\$439,000
Apr 2004	1,562	\$468,750
Mar 2005	1,807	\$435,000
Mar 2004	1,728	\$379,500
2005 YTD	17,704	\$455,000
2004	18,941	\$400,000

Home Saved Searches Calculators Export Mgr Preferences FAQ Contact Us

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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.

The screenshot shows the Realist ValueMap registration interface. At the top, there is a navigation bar with links for Home, Searches, Saved Searches, Calculators, Export Manager, and Realist ValueMap. The main heading is "Realist ValueMap".

**Registration Instructions:**

- If you have already registered for Realist ValueMap, enter your ValueMap license code and click **Manage My Account**.
- If you have not registered for Realist ValueMap, please complete the form below and we will email you instructions for adding Realist ValueMap to your site.

**About Me:**

- MLS User ID: [Text Field]
- First Name: [Text Field]
- Last Name: [Text Field]
- Telephone: [Text Field]
- Email: **Joe@acme.com** (Callout: "Email address information will be pre populated based on your user ID. Please ensure that this is your correct email address as the Realist ValueMap license code and registration information will be sent to this account. Email information is supplied by your MLS. If this is not the correct email address please contact your MLS Administrator.")
- I am a:  Broker,  Agent
- Brokerage Name: ACME House & Home

**About My Website:**

- Site Name: ACME House & Home
- Site URL: http://ACMEHouse.com

**My Logo:**

You can present a logo at the top of the Realist ValueMap page by selecting an image below. If you do not select one, Realist ValueMap will not display a logo and you will be able to upload a new banner ad.

Existing Banner Ad: [Text Field]

New Banner Ad: 1024px X 92px [Text Field] **Browse** (Callout: "You may insert your logo onto Realist ValueMap. To upload an image, simply select the 'browse' button and navigate to the directory on your computer where your logo is stored.")

**My ValueMap License Code:** [Text Field]

**Accept Use:**

Please read this User Agreement, then select  Accept. You can also [print this agreement](#) for your records.

**REALIST VALUEMAP LICENSE AGREEMENT**

This is a contract. This Realist ValueMap End User License Agreement ("Agreement") is between you, the End User, as (the "Company"). This Agreement accompanies data, information, reports, and software known as Realist ValueMap i Services within Realist or registering to add RVM Services to your own Web site, you are agreeing to all the terms and you have already executed a End User License Agreement. If you do not agree to the terms of this Agreement, you may not participate and by whose system you are using. This Agreement serves as an addendum. If any partners (including, but not limited, to the Multi-Family Real Estate Services (collectively "Partners") are not licensed to use the RVM Services, provided you accept the terms of this Agreement, you are not authorized to use the RVM Services.

**Conditions:**

Accept  Decline (Callout: "In order to complete the registration process, you must read and 'Accept' the End User License Agreement.")

**Sign Up**

The data and valuations are provided "AS IS" without warranty or guarantee of any kind, either express or implied, including without limitation, any warranties of merchantability, fitness for a particular purpose, or the accuracy of the valuations are estimated based on available data and do not constitute an appraisal of the subject property and should not be relied upon. © 2007 First American CoreLogic, Inc. All rights reserved.

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Once you have completed the registration process you will see a "Welcome" message and information related to your site, such as your logo (if you've uploaded it) and a unique license code.

**Realist**  
Hello, tests | Preferences | FAQ | Contact Us | Close Window

Home | Searches | Saved Searches | Calculators | Export Manager | **Realist ValueMap**

**My Account**  
Welcome to Realist ValueMap. You have been successfully registered into our system and we have emailed you details about your license code and instructions for linking to ValueMap.

**About Me**  
MLS User ID: mgalura  
First Name:   
Last Name:   
Telephone:   
Email:   
I am a:  Broker  Agent  
Brokerage Name: ACME House & Home

**About My Website**  
Site Name: ACME House & Home  
Site URL: http://ACMEHouse.com

**My Logo**  
You can present a logo at the top of the Realist ValueMap page by selecting an image below. If you do not select one, Realist ValueMap will not display a logo a

Existing Banner Ad:  **First American CORELOGIC** If you selected a logo to upload to RVM it will display here.

New Banner Ad:

My ValueMap License: fc15da15b5a42648c Your personal license number can be found here  
[Click Here To View Sample](#)

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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: Joe Sample  
License Code: fc15eda15b5a4

- [Click here](#) for site integration samples.
- [Click here](#) 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.

#### 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.

**Realist ValueMap Sample Links**

Depending on the style of link you prefer copy the HTML code located below the sample link and paste it into your website.

**Option 1: Provides a banner that users can select to be taken to the Realist ValueMap instance on your Website.**

**Option 2: Include a large banner ad on your Web site to drive users to the Realist ValueMap tool within your site.**

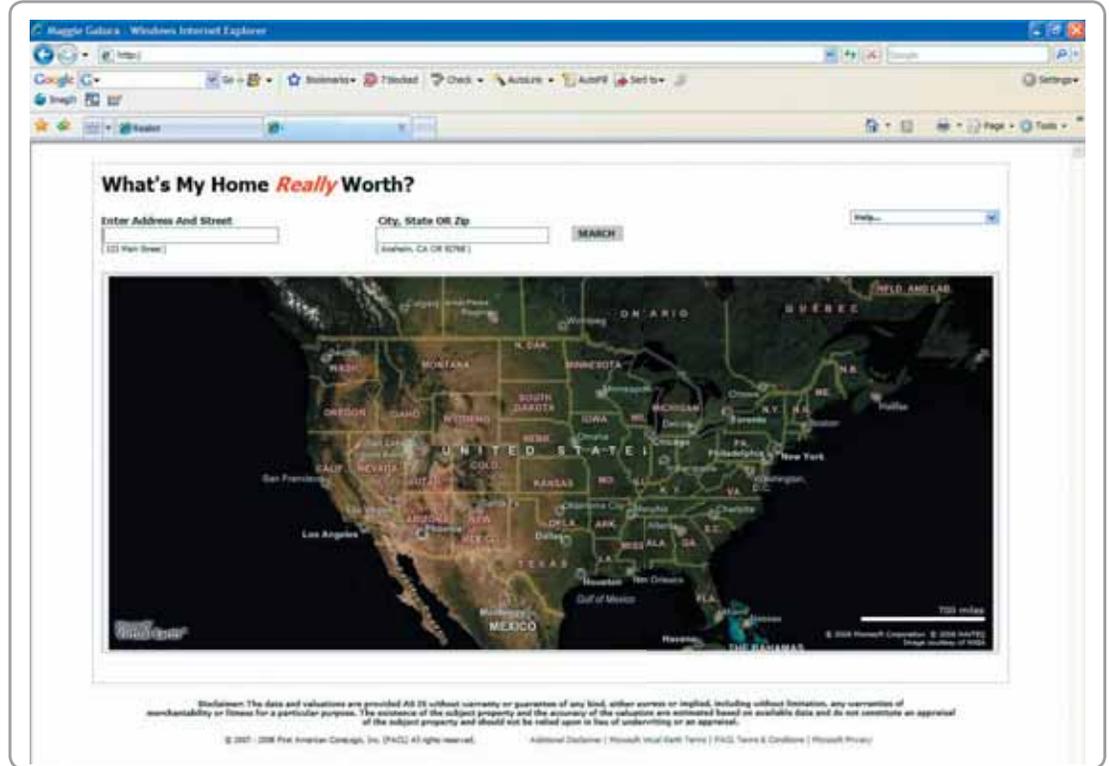
**Option 3: Small link that can be integrated to various points within your Web site.**

For each Realist ValueMap banner, we have provided sample HTML code that your Webmaster can use when integrating RVM to your Web site.

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

## 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.





[www.facorelogic.com](http://www.facorelogic.com)

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