



Market Share & Activity Report

Develop and Track Winning Business Strategies with Detailed Sales and Mortgage Transaction Data

Powerful Insight into Your Key Markets

Understand your position in the real estate and mortgage market, as well as where new business opportunities exist, with the Market Share & Activity Report. Delivered in Excel format, you have the flexibility to sort, filter and pivot the data to suit your needs. Simply begin at the State, County or Zip Code level and then drill down to explore the activity specific to your market.

Use the Market Share & Activity Report to analyze transactions by:

Sales:

- New Home Sales
- Cash Sales
- REO Sales
- Resales
- IBuyer Volume
- Timeshare Sales
- Title Company
- Property Type
- Transaction Month or Year

Loans:

- 1st & 2nd Mortgage
- Refinance Loans
- Construction Loans
- Equity Loans
- Other Subordinate Loans
- Total Loans
- Lender
- Property Type
- Transaction Month or Year

Market Share & Activity Report											
1 Marketshare Lender Company Report											
2 Latest Load Date: 02/28/2019											
3 Time run: 3/15/2019 2:54:07 PM											
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Reporting in Over 1,000 Counties

The Market Share & Activity Report is available in over 1,000 counties across the U.S., and dates from 2012. You can subscribe to get regular updates or order a report for one-time use.

Standardized and Quality Checked - It's Data You Can Trust

DataTree® aggregates multiple public and proprietary data sources to create a report that is easy to use for gathering insightful information. We recognize name variations to standardize the data, which is rolled up under

the Title Company and Lender Name. In addition, as with all the data you receive from Data Trace, rigorous quality assurance measures are applied.

NMLS Data – Deeper Insights into Your Market

Want to know your share of mortgage market versus your competition? The National Mortgage Licensing System (NMLS) ID data gives you visibility into loan officer and mortgage broker volume, the types of loans they've completed and loan amount. The NMLS ID data is the ideal way to find new market opportunities and track the success of current initiatives with loan officers and brokers.

Learn more and request a sample Market Share & Activity Report or an NMLS Report at:
FirstAmDNA.com/market-share-and-activity-report or call us today at 866.377.6639 to set up an account.

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