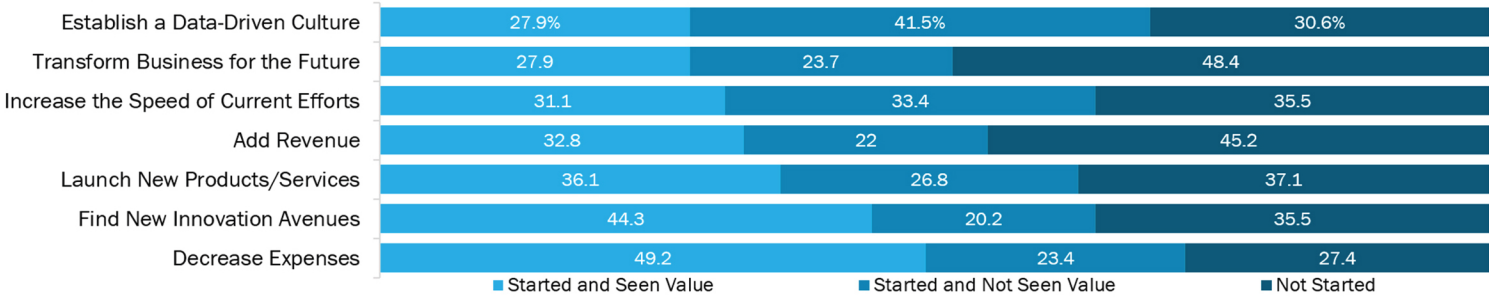


Make Intelligent Decisions with Property Data

Data provides the insight to empower change in businesses. From deeper analysis for better decisioning, to data that allows us to build more intuitive and interactive websites. But, having data is not enough. You need the right data to take advantage of the opportunities that data can deliver.

How Fortune 1000 Executives Report Using Big Data

The Projects they've started, and where they're finding value.



2018: Tremendous Growth in Data Usage



156
MM

Emails
are sent
every
minute



32
BN

People
active on
Facebook
daily



3.7+
BN

People
use the
Internet



7.5%

Internet
users
increased
over 2016



40,000+
SEARCHES

Google
processes
every
second



90%

World data
generated
in last
two years

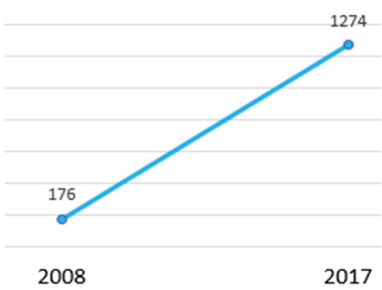
What You Gain with the Right Data...

- Market Insight
- Risk Analysis
- Lead Targeting
- Property & Ownership Insight

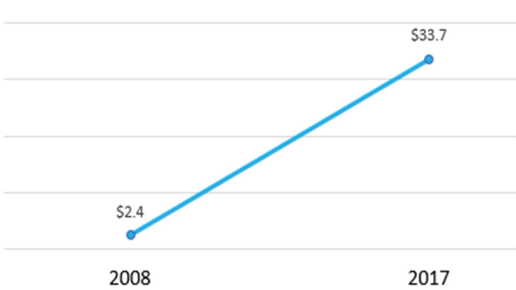


What Industries are Primed for Growth?

Number of RE Tech Startups



Cumulative Investments in RE Tech Startups (\$ BN)



Number of
RE fintechs
in 2017
= 178.

Investment
in RE fintechs
in 2017 =
\$1.1 BN

*Internet of Things

Global
spending
on IoT* in
2016 reached
\$700 BN,
expected
to reach
\$1.7 TN
by 2020

So, How Do You Fuel Your ReTech and FinTech Needs?

Leverage Real Estate Data That Spans the Nation



100%
Property
Ownership Data



99%
Deeds, Mortgages
& Foreclosures



96%
Mortgage
Assignments &
Lien Releases



99%
Homeowner
Association
Information



99%
Map & Parcel
Boundaries

DataTree Delivers Data with Insight...

- Property Information
 - Real Estate Listing Data
 - HOA Data
 - Public Record Data
- Verified data from all 3,144 U.S. counties
- Geo Spatial Data
- Over 6 Billion Document Images
- Data + Intelligence = Smart Insights
 - Open Lien Data
- Identify and position each lien
 - Automated Valuation Model (AVM)

Data Delivered How You Need It

- DataTree.com
 - Current, accurate, nationwide data
- Datatree API
 - Enterprise-level JSON-access
- Bulk License
 - License the data set you need
- Custom Data Solutions
 - Tailor a solution for your business needs
- Match and Append
 - Property-centric data + your in-house assets



So, what will you build when you make our data, your data? Get in touch with your data licensing expert today at 866.377.6639 or at DataTree.com.

Sources: Fact 1: NewVantage Partners, 5th Annual Big Data Executive Survey, 2017 | Fact 2: Forbes, How Much Data Do We Create Every Day? The Mind-Blowing Stats Everyone Should Read, May 2018* | Fact 3: Capgemini, Digital Manufacturing, Unlicking the business value of IoT in operations, March 2018 | Fact 4: Deloitte, Commercial Real Estate Industry Outlook 2018.
© 2018 First American DataTree LLC, A division of First American Financial Corporation. All rights reserved. First American, the eagle logo, firstam.com and DataTree are trademarks or registered trademarks of First American Financial Corporation and/or its affiliates. First American DataTree LLC makes no express or implied warranty respecting the information presented and assumes no responsibility for errors or omissions.