

ProspectFinder FARM Features

Search by X-Dates

Market to candidates by the expiration date on their homeowner's insurance policy

Increased Search Speed

Generate Marketing lists in less time.

Enhanced Search Criteria

Use property characteristics and use codes to narrow your search.

Search Display Mode

Display search fields only in counties where data is adequately populated.

Variety of Output Files

Generate labels or CSV files which enable you to arrange columns and customize your lists.

Expanded Search Filters

Use a variety of data filters to generate more targeted and cost-effective marketing campaigns.

Shortcut to ProspectFinder FARM

1. Go to www.dataquick.com
2. Click the drop-down arrow under **Product Log In**.
3. Click **ProspectFinder FARM** in the **Product Log In** list.
4. Enter User ID and Password.
5. Click **Log In**.

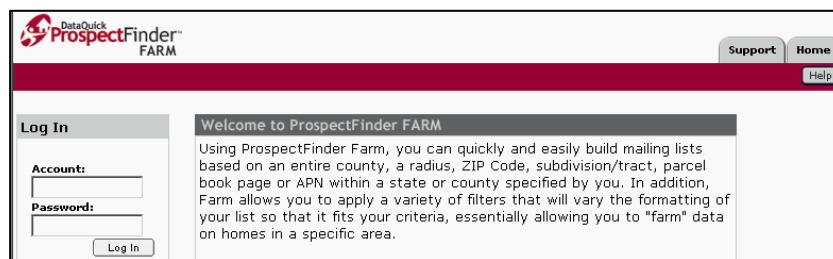
Welcome to ProspectFinder® FARM

ProspectFinder FARM is DataQuick's premiere farming tool. Now you can customize your marketing lists to target properties within a jurisdiction or county. To get started using this powerful tool, follow the steps below:

- A. Log On to ProspectFinder FARM (page 1)
- B. Select a List (page 2)
- C. Specify Search Geography (page 2)
- D. Select Property Characteristics (page 4)
- E. Review Search Results (page 6)
- F. Select Output Options (page 6)
- G. Confirm Your Order (page 7)
- H. Download Your List (page 7)

A. Log On to ProspectFinder FARM

1. Go to www.dataquick.com
2. Point to **Products and Services**.
3. Point to **Marketing Products** and click **ProspectFinder FARM**.
4. Click **Log In Now!**
5. From the Welcome window, type your account ID and password in the corresponding fields.



6. Click **Log In**.

Need Additional Help?

ProspectFinder FARM includes easy-to-use online help.

1. Click **Help** in the upper right corner.
2. Click **Show** to view additional topics.
3. Click **File** and then **Close** to close the window.

Geographic Parameters

Choose one of the following:

Street Range

Search by a street and range of house numbers.

Radius

Search by radius in miles around the target property.

APN Range

Search by a range of APNs.

Parcel Book/Page

Search by parcel book and page.

Subdivision

Search by subdivision.

Tract

Search by tract number.

ZIP Code

Search by up to 25 Zip Codes.

Countywide

Search the entire county.

Note: Some search types may not be available in all regions

B. Select A List

1. On the Select List page, click one of the following:
 - **FARM:** generate a marketing list based on property characteristics.
 - **X-Dates:** market to candidates by the expiration date on their homeowner's insurance policy.
2. Click **Continue**.

C. Specify Search Geography

Once you have selected your marketing list, you can search by one target property or by geographic region. From the Select Search Method page, click one of the following:

- **Target Property:** a focused search for properties in a radius around the property of your choice (follow **Search by Target Property** instructions, page 2).
- **Geography:** a broader search for properties in the Zip Code or county of your choice (follow **Search by Geography** instructions, page 3).

Search by Target Property

1. Click **Target Property** from the Select Search Method page and click **Continue**.
2. Enter the address information of the target property and click **Continue**.



Enter address information

3. ProspectFinder FARM displays any close matches in a list. The target property information displays. Click the target property and click **Continue**.
4. Click a geographic parameter and click **Continue** (see descriptions at the left).
5. Enter search criteria based on the geographic parameter you selected (Example: Zip Code, Radius, Street Range).
6. For some parameters, enter your selection and click **Add** for each entry.
7. Click **Continue**.

Geographic Parameters

Choose one of the following:

Street Range

Search by a street and range of house numbers.

Radius

Search by radius in miles around the target property.

APN Range

Search by a range of APNs.

Parcel Book/Page

Search by parcel book and page.

Subdivision

Search by subdivision.

Tract

Search by tract number.

ZIP Code

Search by up to 25 Zip Codes.

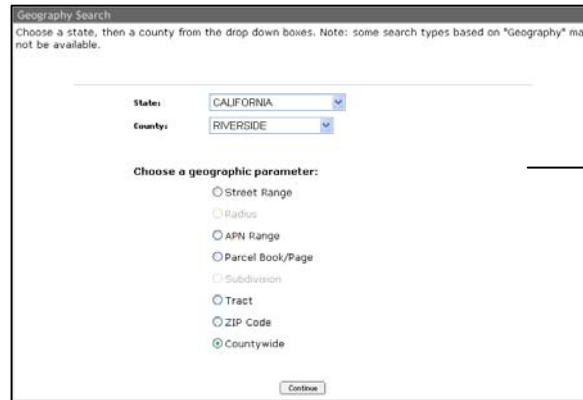
Countywide

Search the entire county.

Note: Some search types may not be available in all regions.

Search by Geography

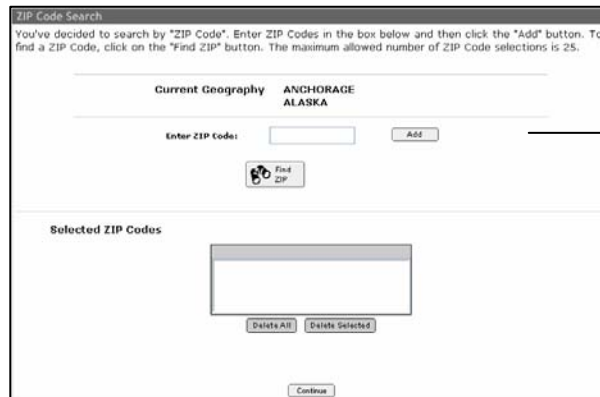
1. Click **Geography** and click **Continue**.
2. Click a state in the **State** list.
3. Click a county in the **County** list.



Select state, county, and search parameter

4. Click a geographic parameter and click **Continue** (see descriptions at the left).
5. Enter search criteria based on the geographic parameter you selected (Example: Zip Code, Radius, Street Range) and click **Add** for each entry.

Note: For some parameters, enter your selection and click **Add** for each entry.



Enter search criteria and click Add for each entry

6. Click **Continue**.

Farm List Property Characteristics:

Select property characteristics to narrow your search:

Bedrooms

Range of bedrooms.

Bathrooms

Range of bathrooms.

Square Footage

Range of square feet.

Lot Size

Range of lot sizes by square feet or acres.

Transfer Date

Range of transfer dates.

Transfer Values

Range of transfer values.

Year Built

Range of years the properties were built.

Occupancy Status

Search for owner occupied properties, absentee owned properties, or both.

Tax Status

Search for properties with current tax status, delinquent tax status, or both.

of Units

Search by the number of units on the property.

Phone

Search properties with phone numbers (for telemarketing).

Pool

Search for only properties with pools.

D. Select Property Characteristics

Select search type and property characteristics to narrow your search. Your search criteria changes depending on the type of list you chose on the Select List page. You can generate a farm list and search by property characteristics or search by X-dates to locate candidates by the expiration date on their homeowner's insurance policy.

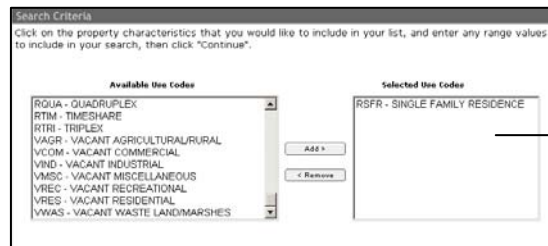
- FARM List Property Characteristics (page 4)
- X-Dates List Property Characteristics (page 5)

FARM List Property Characteristics

Use these instructions for a farm search.

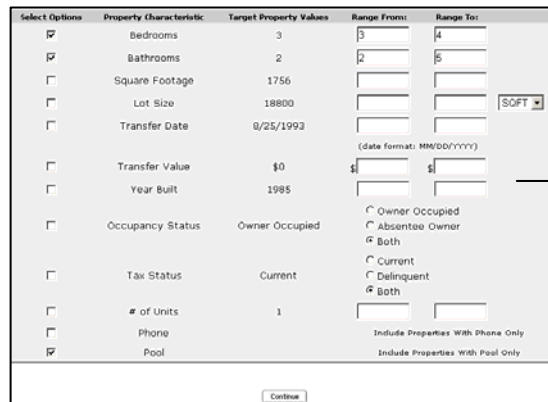
1. Click use codes in the **Available Use Codes** field. Use the scroll bar to see more use codes.
2. Click **Add** after you select each use code.

Tip: You can remove use codes by clicking the use code in the **Selected Use Code** field and clicking **Remove**.



Select Use Codes

3. Click the **Select Options** box for each property characteristic and enter a range. The more characteristics you use, the more narrow the search.



Select Characteristics

4. Click **Continue** when complete.

X-Dates List Property Characteristics:

Select property characteristics to narrow your search:

Bedrooms
Range of bedrooms.

Bathrooms
Range of bathrooms.

Square Footage
Range of square feet.

Lot Size
Range of lot sizes by square feet or acres.

Month Range
Month range for homeowner's insurance expiration date.

Year Range
Year range for homeowner's insurance expiration date.

Transfer Values
Range of transfer values.

Year Built
Range of years the properties were built.

Occupancy Status
Search for owner occupied properties, absentee owned properties, or both.

Tax Status
Search for properties with current tax status, delinquent tax status, or both.

of Units
Search by the number of units on the property.

Phone
Search properties with phone numbers (for telemarketing).

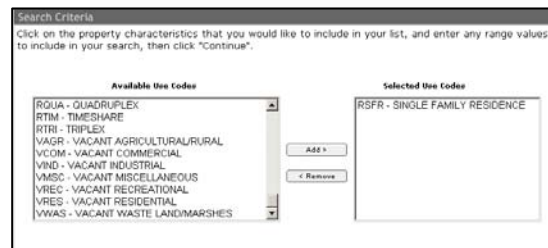
Pool
Search for only properties with pools.

X-Dates List Property Characteristics

Use these instructions to locate expiration dates on homeowner's insurance.

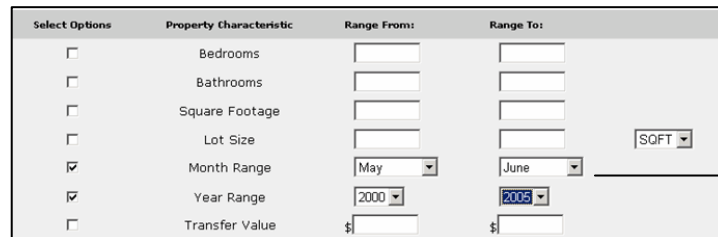
1. Click use codes in the **Available Use Codes** field. Use the scroll bar to see more use codes.
2. Click **Add** after you select each use code.

Tip: You can remove use codes by clicking the use code in the **Selected Use Code** field and clicking **Remove**.



Select Use Codes

3. Select the month range for the insurance expiration date in the **Month Range** fields.
4. Select the year range for the insurance expiration date in the **Year Range** fields.



Select X-Date range

Tip: You can search by single month (example: July to July) or a range of months (example: July to September).

5. Click the **Select Options** box for each additional property characteristic and enter a range. The more characteristics you use, the more narrow the search.
6. Click **Continue** when complete.

Output Types

You can select the type of file from any of the options in the drop-down list:

CSV

Comma Separated Value file with columns sorted in alpha order. This file is best used if you plan on making formatting changes in Excel or as a data source for a mail merge in Word

Label

Avery mailing labels in various formats.

DQ SuperFARM

At a glance FARM list that includes the owner name, site address, parcel number, and phone number. This list can be printed but not reformatted.

Expanded Comma Delimited

Preformatted comma delimited file for use in Excel. The column headers are ordered in a mailing pattern beginning with owner name and site address.

Save Search Criteria

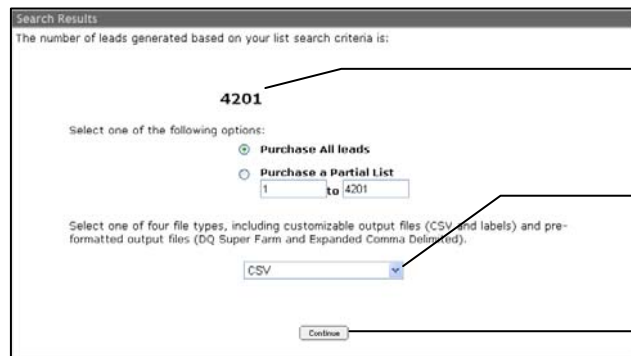
1. On the Save This Order Request page, click **Save order request**
2. Enter a recognizable name for your file.
3. Click **Continue**.

E. Review Search Results

1. Click one of the following:
 - Purchase all Leads: use all leads generated in your search.
 - Purchase a Partial List: enter a range of leads.

Tip: If your Search Results retrieved too many records, click **Search Criteria** near the top of the screen and narrow your criteria.

2. Click an output file type in the drop-down list (see descriptions at left).
3. Click **Continue**.



Number of leads

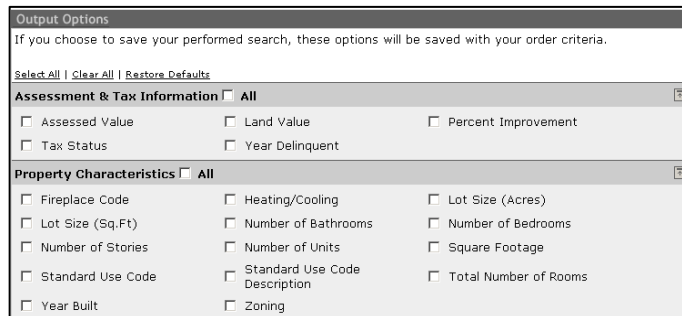
Click output type

Click Continue

F. Select Output Options

1. Depending on the file type, select Output Options (see Descriptions at left). Click the boxes next to your Output Options and click **Continue** after each prompt.

Note: Output options are only available for CSV file type.



2. You may save the search criteria by clicking **Save order request** on the Save this Order Request page **or** click **Continue** to download or print your leads.

Use Saved Search Criteria

1. Click **My Orders**.
2. Click **Saved Orders**.
3. Click the check box in the **View** column next to the search of your choice.
4. Click **Modify**.
5. Make any changes to the search criteria.
6. Change the values in the **Purchase a Partial List** field. (Example: Change the range from 1 to 10 to 10 to 20).
7. Click **Continue**.

Print Order Summary

1. In the Order Confirmation window click **Print**.
2. In the Order Summary window, click **File** and **Print**.

Unzip File

1. Double-click the zipped file on your desktop.
2. Click **Continue** in the DataQuick Self-Extractor box.
3. Click **OK** in the DataQuick Self-Extractor box.
4. Click **OK**.

G. Confirm Your Order

ProspectFinder FARM displays the number of leads returned in your search.

1. Review the summary of leads and click **Confirm**.
2. The Order Processing window displays. Click **Continue**.
3. ProspectFinder displays your order status. When the status column displays **Ready** your list is complete. Click **Refresh Page** to display updated status.

H. Download Your List

1. Click **Ready** in the status column of your list.

My Orders

If the status of the list you ordered indicates "Ready", you can click on the "List Type" to start downloading. If the status is "Pending", your order has not completed processing. Please try again later. Note: Once orders have been fulfilled, you will have 14 days to download the list.

Order Status	Saved Orders	Order History			
Searches	Status	Date Ordered	Days to Expire	View	
1 . FARM, 7/19/2004	In Process	7/16/2004	14	<input checked="" type="checkbox"/>	
2 . FARM, 7/15/2004	<u>Ready</u>	7/15/2004	14	<input checked="" type="checkbox"/>	
3 . FARM, 7/14/2004	<u>Ready</u>	7/14/2004	12	<input checked="" type="checkbox"/>	

[TOP](#)

Click Ready

2. The File Download box displays. Click **Save**.
3. The Save As dialogue box displays. Click a location in the Save In list and click **Save**.
Tip: To find your list easily, save the file to your desktop.
4. Enter a recognizable file name in the **File name** field and click **Save**.
5. Minimize your ProspectFinder FARM window and click the downloaded file on your desktop. You can save the file as an Excel spreadsheet.