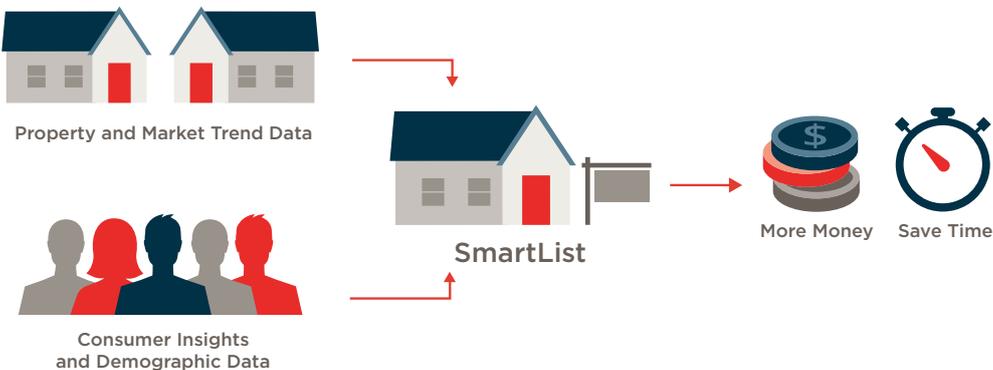# CoreLogic®

SmartList

Power up your sales and win more customers with SmartList

Developed specifically to get you more appraisal and sales opportunities from less conversations, SmartList combines property, market and consumer data to help identify homeowners who are more likely to list and sell.

5 ways SmartList can help you grow your business

1 **Make more money.** Win up to 5 TIMES the number of listings as cold calling.

2 **Save time.** Use the time you save to contact more SmartList homeowners, compounding your income growth.

3 **Build future income.** A further 10% of conversations resulted in positive longer-term sales opportunities.

4 **Increase your market share.** With data exclusivity guaranteed by region, your competitors won't have the same ability to target homeowners.

5 **Speak to the right people.** By appending available marketing compliant contact information, SmartList allows you to talk to the decision makers who will drive your business.

How it works

Property and Market Trend Data

Consumer Insights and Demographic Data

SmartList

More Money   Save Time

About Us

▸ CoreLogic is the world's largest property data and analytics company

▸ Our data is used by governments, banking and finance, property valuers, mortgage brokers and the majority of Australian real estate agents:

  ◆ 98% of the Australian market covered

  ◆ Over 4.4 billion decision points that span more than 39 years of property history

  ◆ Over 650 data sources, including industry leading portals and publications

  ◆ 95% accuracy of recent sales data

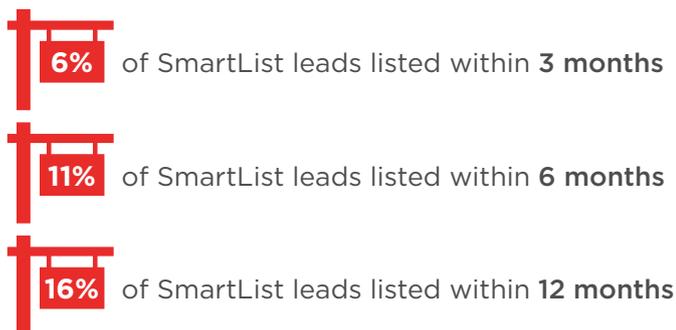## Key features

► **SmartList delivers information** on properties likely to list within the next 3 months, allowing for immediate action and quick results.

► **SmartList is a data driven solution** that helps identify patterns of specific property and market data that are predictive of listings. It provides you with a list of addresses that are indicative of a vendor listing for sale and ranks those addresses according to how likely they are to sell by region.

► **SmartList is easy to execute -** we provide you with a list of ranked prospects for an immediate start.

► **The data is marketing compliant -** so you can be confident it's good to go.

► **Use SmartList across multiple channels -** calls, personalised direct mail, focused door knocking, consolidating with other sources to identify 'hot' prospects.

Example

If a property on a specific street has 2 bedrooms, 1 bathroom, is over 100 square metres in size, has increased in value by more than 5% this year, and has not been sold for 3.7 years, SmartList recognises that this property is more likely to list than other properties within the area.

The power of SmartList

6% of SmartList leads listed within **3 months**

11% of SmartList leads listed within **6 months**

16% of SmartList leads listed within **12 months**

Work smarter, not harder, with SmartList.

For more information please call 1300 734 318 or email ask@corelogic.com.au

CoreLogic®

corelogic.com.au