

Postcode Segmentation

Significantly improve marketing performance through effective segmentation by property location. CoreLogic can provide datasets by postcode based on qualifiers such as high -v- low capital gain, owner occupier -v- tenant, house -v- unit, property value and size, and occupancy tenure.

Segment	Segment description
High Capital Gain Property Locations	Postcodes over represented with properties that have experienced over 50% capital growth
High Owner Occupier Property Locations	Postcodes over represented with owner occupiers
High Renter Property Locations	Postcodes over represented with renters
High House Property Locations	Postcodes over represented with houses
High Unit Property Locations	Postcodes over represented with units
High Value Property Locations	Higher property value postcodes
Low Value Property Locations	Lower property value postcodes
Small Sized Property Locations	Postcodes over represented with of one or two bedroom properties
Medium Sized Property Locations	Postcodes over represented with three bedroom properties
Large Sized Property Locations	Postcodes over represented with four or more bedroom properties
Short Tenure Property Locations	Postcodes over represented with short term ownership properties
Medium Tenure Property Locations	Postcodes over represented with medium term ownership properties
Long Tenure Property Locations	Postcodes over represented with long term ownership properties

Every day CoreLogic delivers timely property data and analytics to some of Australia's largest organisations across banking, government, real estate and industry associations. Matching this rich property data to the channel partner's online data provides the ability to deliver a personalised and more definitive message to a targeted audience, saving money and increasing effectiveness of marketing campaigns

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

Superior Property Data

What makes CoreLogic the Best Property Data

CoreLogic has the deepest, most reliable, consistent and compliant property data in the country to drive your business strategy, solutions and revenue growth. We are the number one supplier of property analysis and insights giving your business access to the biggest and most powerful range of tools and insights to drive superior performance.

Extensive Coverage

- ▶ 98% market coverage with hourly updates
- ▶ The most vast volume of listings and sales transaction data
- ▶ Property attribute information from exclusive and proprietary sources

The most comprehensive information to identify opportunities for new business.

Depth & Breadth

- ▶ Historical storage of all attribute data
- ▶ \$15m p.a. investment in data in Australia to ensure new and upgraded data assets
- ▶ Incremental attribute coverage and mining of data

We take the quality of our data seriously so you can generate new business with confidence.

Quality & Accuracy

- ▶ Validation of collected data against government sources
- ▶ Multiple observations of property transactions
- ▶ Proactive and retrospective checks for anomalies

Be confident that our property data has been checked and verified against multiple sources.

Accessibility

- ▶ Online access to a suite of property data tools
- ▶ Integration of data into leading mobile platforms
- ▶ Information portals and API calls
- ▶ Bulk data extract service

Make quality decisions when on the road, in front of clients or from mobile offices.

Timeliness

- ▶ Highest recent sales capture rates in market
- ▶ Speed of receipt to capture
- ▶ Hourly updates to core databases
- ▶ Market insights delivered ahead of government agencies

Receive more results more quickly, giving you speed to market and the edge in local knowledge.

Transparency

- ▶ Transparent modeling and definitions
- ▶ Validation against external datasets
- ▶ Proxy for the market
- ▶ Macro insights provided from micro components

We are transparent about how we collect and process data, offering you the most trustworthy source of information.

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

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