



# Farm Utility™

Targeted Lead Farming Right at Your Fingertips

## Targeting the Right Homeowners Drives Your Success

You know effective marketing and direct mail are the best ways to generate sales growth. Like a farmer cultivates soil to generate prosperous crops, you can cultivate our database to drive sales. Most farming systems only offer broad property search options by city or ZIP code, making you sort through non-relevant results to locate specific information. **Farm Utility™**, an industry-leading online property data search and lead generation solution, helps you easily perform highly-targeted searches to find just the leads you want.

**Farm Utility's** advanced interactive Web-based mapping makes finding the right homeowners quicker, easier and more cost-effective than ever. Simply use your mouse to draw lines around specific area(s) on the interactive map to search. Searching by more traditional methods is also as easy as can be with the ability to:

- Point and click to define farm areas by address, address range, county, ZIP code, city, tract number, Thomas Bros page and grid or parcel number
- Quickly search defined farm areas by radius or address range

Drill down even further using property characteristics that suit your needs:

- Land use code
- Building size
- Number of bedrooms, bathrooms and units
- Year built
- Lot size
- Recording date
- Anniversary date
- Sales price
- Assessed value
- Land value
- Improvement value
- Improvements percentage

Don't waste any more time on extraneous data outside of the scope of your marketing strategy.



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## Quick, Easy and Cost-Effective Farming

### Quick

- Use interactive mapping to search at the neighborhood or street level instantly
- Search multiple areas simultaneously by drawing lines encompassing all the desired areas on a single interactive map

### Easy

- Pinpoint the right homeowners by simply drawing a line on a map
- Fine-tune interactive map searches with convenient property and owner attribute filters

### Cost-Effective

- Spend more time selling and less time sorting through extraneous property search results
- Minimize the expense of mass mailing by quickly locating relevant leads

Backed by our **SiteX.com™** database – the industry's largest and most accurate of its kind – **Farm Utility™** enables you to access information on more than 85 percent of the nation's property ownership records. With around 575,000 new ownership records added every month, you can be sure you are receiving the most current data available.

### Take Your Marketing to the Next Level Now



Contact FIS Data Services today to put **Farm Utility™** to work for you.

**Phone:** 877.436.3282

**Fax:** 626.808.9098

**Web:** [www.SiteX.com](http://www.SiteX.com)



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