

Homeowner Data Overview

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Homeowner monitoring

Get notified when contacts in your database take actions that are **signals of intent to transact**.

- For tracking your existing clients, contacts, and leads
- Property address required (provided by you, or use our skip tracing)
- Sync with your existing CRM

High propensity



Notifies you of homeowners that are **likely to sell, buy, refinance**, or get a **HELOC** based on quantitative modeling.

updated
monthly

Engaging



Notifies you when homeowners **login to their hubs** and **take specific actions** (e.g. check home value, view mortgage rates, plan a remodel).

updated
daily

Home shopping



Notifies you when homeowners in your database **visit homes that are listed for sale**, based on geo-fencing.

Available as a premium service; subject to terms and conditions.

updated
daily

Listed for sale



Notifies you when homeowners in your database list their home for sale . <i>Available in select markets; subject to terms and conditions.</i>	updated weekly
Purchased & moved in	
Notifies you when homeowners in an area purchase a home .	updated weekly
Sold & moved out	
Notifies you when homeowners in your database sell their home .	updated weekly
Originated or paid off a mortgage	
Notifies you when homeowners in an area originate a new mortgage , or pay off an existing mortgage.	updated monthly
Issued a building permit	
Notifies you when homeowners in an area pull building permits for construction projects on their home. <i>Available as a premium service; subject to terms and conditions.</i>	updated monthly

Homeowner intelligence

Engage homeowners, enrich your existing customer data, and create prospect lists for nearly **every home in the US**.

- For enriching customer data and unlocking opportunities in your database
- Available for nearly every property in the US

Ownership	
Includes ownership type, owner names, and tenure. Homeowner contact details available as a premium service; subject to terms and conditions.	updated weekly
Home value & equity	
Includes multiple home value estimates, home equity, home value per sq ft, appreciation since purchase, and historical value trends.	updated monthly
Mortgages	
Includes estimated mortgage balance, loan type, interest rate, refinance spread (today's rate vs. existing rate), and loan-to-value metrics.	updated monthly
Property taxes	
Includes annual property taxes & assessments and historical tax rates.	updated monthly
Property details	
Includes property type, size, and hundreds of physical characteristics.	updated monthly
Home improvements upside	
Includes home-specific remodel potential, improvements upside, and highest ROI recommendations.	updated annually
Home improvements costs	

Includes detailed cost estimates for 300+ improvement projects, localized for 150 metro areas.

updated
quarterly

Home Management

Engage homeowners and identify the appliances & systems under every roof.

Home appliances & systems



Includes detailed product info and proprietary failure risk scores for over 98% of items manufactured from 1990 to present – including all major home appliances, systems, and utilities.

Accessible by scanning a product label or making an API call.

updated
continuously

Home management guides



Includes detailed how-to guides for 300+ home maintenance tasks and 200+ home projects.

updated
as needed

Knowledge center



Includes 500+ homeowner guides on buying & selling, design & furnishing, finances, home services, improvements, maintenance, and repairs that can be adapted for your organization and its clients.

updated
annually

Neighborhood intelligence

Engage homeowners based on what's happening in their local real estate market.

Neighborhood home values



Includes current home value estimates for homes in proximity to a subject property.

updated
monthly

Home comparison



Compares a subject property to others in proximity across a variety of characteristics.

updated
annually

Nearby home sales



Includes recently-sold homes in proximity to a subject property.

updated
weekly

Listing trends



Includes median listing price, days on market, median days on market, inventory count, and market demand.

updated
monthly

Market trends



Includes median sale price, homes sold, price per square foot, and average sale price for 1-, 3-, and 5-year periods.

updated
monthly

Local alerts



Includes public service announcements, weather alerts, and emergency notifications. In partnership with Nextdoor.

updated
annually

Nearby events



Includes local events in proximity to a subject property. In partnership with Nextdoor.

updated
annually

Neighborhood chatter



Includes popular neighborhood posts from Nextdoor.

updated
annually

Local demographics



Includes lifestyle scores, population, and education.

updated
annually

Schools



Include school district- and school-level education scores, student : teacher ratio, and funding.

updated
annually