

## Home Value Estimate

### DATABASE

- ◀ Over 90 million home values across all 50 States

### KEY BENEFITS

- ◀ Provides the most comprehensive estimate of home value with information on 16 million more households than other data providers
- ◀ Enables you to target your best potential customers with a more accurate measure of household affluence

### INDUSTRIES

Ideal for:

- ◀ Real estate/mortgage
- ◀ High-end retailers
- ◀ Non-profit organizations
- ◀ Financial services
- ◀ Professional services



Semcastings' Home Value Estimate provides marketers and analysts with a higher level of accuracy when executing marketing campaigns to homeowners.

One of the Semcastings' Affluence Indicators, the Home Value Estimate identifies property value which, combined with other measures of affluence such as discretionary income and net worth, is a key element in determining the purchase power of your best prospects.

With information on 16.4 million more households than the leading data providers, and tracking home values up to \$10 million plus, Semcastings' Home Value Estimate is the most comprehensive available. Our data identifies the values of over 90 million homes in all 50 states. With this broad reach you can more accurately measure the affluence of more households across the U.S., allowing you to build larger pools of qualified prospects.

### A Current Estimate of Home Value

Home value is a key measure of affluence for most households. Since most home values are determined based on transactional data, the information is only as good as the most recent purchase or refinance. If a particular home has not been bought or sold for several years, the available data might overlook that house completely or assess its value at a fraction of what it is actually worth today. When homes depreciate in value the opposite is true. For example, the mortgage crisis we are currently experiencing has negatively impacted certain neighborhoods more than others. If your marketing program is dependent in part on current home value, it is important not to have a flawed assessment of that value.

*[continued]*

## Home Value Estimate

### Semcastings' Methodology

Semcasting takes a more holistic approach to estimating home values, looking beyond the last transaction data to factors that contribute to what a home is actually worth today. Using On-Demand Targeting, we build local-level models that leverage information such as local cost of living, neighborhood home values, tax rates, number of rooms, lot size, acreage, etc., to assess a property's current value. This enables us to maintain the broadest coverage and provide the most accurate and timely home value estimate available.

### Success Story: High-end Furniture Retailer

A local high-end furniture store was looking to promote a store-wide sale to new prospective customers who had never made a purchase. The retailer used Semcastings' Home Value Estimate to find and target local affluent households through a successful direct mail campaign, with an astounding response rate of over 2%.

### Semcasting Home Value Ranges

Range	Count
Under \$50K	1,270,175
\$50K-\$100K	5,895,752
\$100K-\$150K	17,365,991
\$150K-\$200K	29,506,462
\$200K-\$250K	22,395,798
\$250K-\$300K	9,669,121
\$300K-\$400K	7,900,117
\$400K-\$500K	3,909,379
\$500K-\$750K	3,058,507
\$750K-\$999K	523,254
\$1M - \$2M	1,892,389
\$2M - \$3M	333,633
\$3M - \$5M	134,688
\$5M - \$10M	44,656
\$10M +	13,670