DataTree® ACADEMY

SUBDIVISIONS & MAILING LISTS

Rev. 20201015

First American
DATA & ANALYTICS

Contents

Overview

Varying degrees of specificity can be included in an Advanced Search to more accurately target properties desirable to your goals. The Subdivision category is one way to garner targeted results. This guide will show its use and illustrate best practices.

Subdivision Searches:

After logging in to DataTree, navigate to the Location section under **Advanced Search**. Scroll down to locate the Subdivision option. Before a subdivision can be searched for or selected, a state and county must be selected from the State & County Bundle section.

Click Subdivision and enter a partial or full subdivision name. A minimum of three characters is required. The Type Ahead feature will suggest names matching the entry provided. Note that implied wildcards are included in the feature. Click the subdivision name to select it for the filter. Additional filters can be added as required. See options below.

Using the Subdivision Search for Rural Areas

In areas where homes might be widely separated and drawing a polygon or radius impractical, the Subdivision search can assist in generating a list of properties for additional filtering.

Example: 2802 FIELDS RD, EL RENO, OK 73036 is relatively remote from other properties.

However, using the **Property Detail Report**, we can determine that the property is part of a subdivision called the "Gregory Estates".

We can use this information in the Filters to locate other properties within that subdivision.

To start, select **COPY WINDOW** from the user menu at the top right-hand corner of the DataTree window.

⚙ SETTINGS

🗐 COPY WINDOW

❓ HELP

📄 TERMS OF SERVICE

⏻ LOGOUT

< SUBJECT PROPERTY   Road

Property Detail Report ✎
2802 Fields Rd, El Reno, OK 73036-9764
APN:

Owner Information
Owner Name:
Vesting:

Mailing Address: 2802 Fields Rd, El Reno, OK 73036-9764

Location Information
Legal Description: Gregory Estates Sec 1 Lot 8 Blk 3
APN: Alternate APN:
Munic / Twnshp: Union City   Twnshp-Rng-Sec:
Subdivision: Gregory Estates Sec   Tract #:
                              1
Neighborhood: School District:
Elementary School: Banner Public   Middle School:
                              Scho...

This will allow you to keep the Fields road property open for reference and start a Filter search for properties in the Gregory Estates subdivision.

In the new browser tab, open the Advanced Search menu.

Search By: Address   ▾

2802 FIELDS RD EL RENO OK 7303 ⊗

Less Map >

→ Advanced Search

Company Packages   ⌄

○ Standard

Property Data Reports   ⌄

In the Filters set the state and county (Canadian, OK) and then click the Subdivision field.

> *NOTE: Subdivisions are unique to counties. You must have the state and county selected for the Subdivision filter button to activate.*

Type "Gregory" in the Subdivision field. The subdivision name will appear in the "Available Subdivisions" list on the left. Select the subdivisions by clicking the name, then click **Apply** to add them to your search criteria.

Click **Get Count** from the Filter column on the right to check you results.

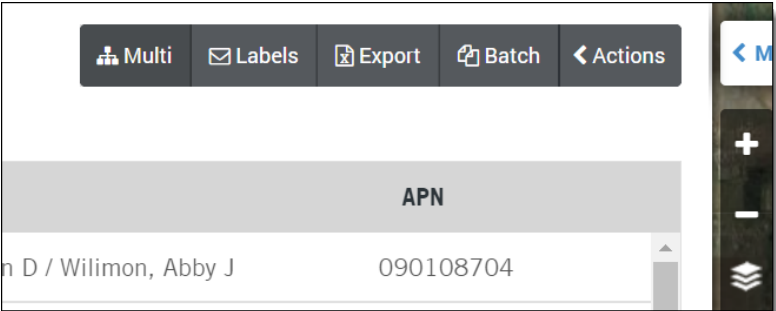Clicking **View Results** will show the properties matching the parameters set in the filters.

TIP: While you will probably be applying additional filters, clicking Get Count after each filter is added will allow you to see the effect that each filter has on your list. This gives you

the ability to check whether any selected filter is overly aggressive, removing too many records. Checking after each filter is added allows you to gauge progress as-you-go, rather than starting over after adding all filters simultaneously.

At any time, you may print labels, export your list into a CSV file for a mail merge (such as in Word) or create a multi-line report using the buttons at the top-right of the filter panel.
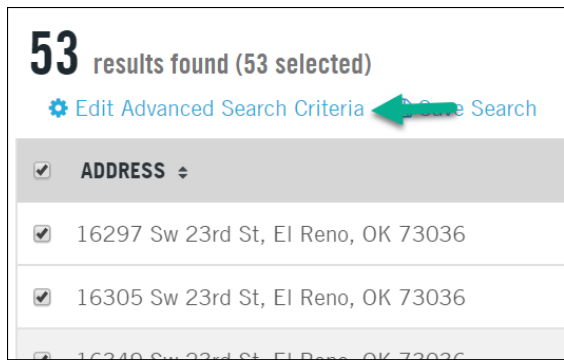
Adding Filters

Once the records are returned, you can add:

- Characteristics such as land use codes, bedrooms, bathroom, square footage, lot size, garage spaces and number of stories
- Mortgage, Sales or Listing information
- Distressed flags, including auction (with future dates), default, and REO
- Owner occupancy, ethnicity, or other exemptions.

These filter options can be found using the **Edit Advanced Search Criteria** link.

Common Filter Options:

Not all filters are included here. For a full list, please see the Filters Catalog.

Characteristics:

Land Use is a drop-selection of choices from Agriculture Types to Vacant Land Types

Each Type selection contains subgroups.

Building Area (SQFT) takes a numeric value input that can be used in a range search. This value is the same found for Living Area within the Property Detail report.

Bedrooms, Bathroom, Total Rooms, Pools, Garage and Number of Stories:

Enter the number range for the rooms, stories, and garage spaces. Pool is a drop down option with Yes, No, and No Preference.

Assessor Values

Assessor's Value Type has three drop selections for Assessed, Market and Appraised. A selection in this field is required before inputting any values for Total Value, Land Value, Improvement Value and Improvement %.

Equity

Takes a numeric value or a percent range.

Market Value

Estimated Current Value takes a numeric value.

The values for the equity and current value can be negative and can be done as a range.

Sale Information:

This section incudes filters for specific sales, including:

- **Transaction Type**
- **Transaction Conveyance (Deed) Type**
- **Sale Price**
- **Sale Date**

Deed Type is a drop-selection from Deed, Quitclaim, Trust Deed/Mortgage and Foreclosure

Transaction Type is a drop-selection of seven types from Resale to Non-Arms-Length Sale. Works best when used with Location filters

Sales Price Type is nine drop-selection types.

Last Sale Date / Last Sale Recording Date is a drop-selection from Last 3, 6, 12 and 24 Months

Listing Information

Listing Status is drop-selection of choices from Active, Pending, and Sold.

Listing Price takes a numeric input value that can also be done as a range search.

Listing Date is a drop-selection from Last 3, 6, 12 and 24 Months. The dates automatically populate into the query.

Owner:

The Owner tab provides filters for occupancy, exemption, mailing address and Do Not Mail flags.

Do Not Mail is a drop-selection from No Preference, Include and Exclude.

Exemption is a drop-selection from thirteen exemption types starting from Cemetery

Owner Ethnicity is a drop-selection from fourteen ethnic types.

Owner Occupied is a drop-selection from No Preference, Owner Occupied and Absentee Owner.

Not all filters are covered. See the Filters Catalog for more information.