



First American

NEWS FOR
IMMEDIATE
RELEASE

**FIRST AMERICAN'S DATATREE FIRST TO OFFER COMPREHENSIVE
RESIDENTIAL BUILDING CHARACTERISTIC DATA FOR ORANGE COUNTY,
CALIF.**

SANTA ANA, Calif., August 24, 2015 – [First American Financial Corporation](#) (NYSE: FAF), a leading provider of title insurance, settlement services and risk solutions for real estate transactions, today announced that its [DataTree](#) property research solution is the first to offer a comprehensive collection of residential building characteristic data for Orange County, Calif. properties sourced directly from the Orange County Assessor's office. These data sets include characteristics such as square footage, bedroom/bathroom counts and construction year. Professionals in the mortgage, real estate and land services industries, who rely on these data in their business, can access the residential building characteristic data via [DataTree.com](#), which is designed to be the fastest, most comprehensive and easiest to use property research solution on the market.

"For many years, the Orange County building characteristic data found in most real estate research products was outdated and sometimes inaccurate," said Dianna Serio, senior vice president of enterprise data strategy, First American. "Given First American's Orange County roots and our commitment to our customers, we recently added data from the assessor's office, which makes our data the most current and accurate in the market. We're proud to be the first to offer the real estate business community convenient and affordable access to these public records through [DataTree.com](#).

"To obtain accurate and up-to-date residential building characteristic data for Orange County, professionals must go directly to the assessor's office, which takes time and resources," said Serio. "Now these data sets may be accessed by professionals quickly and conveniently through [DataTree.com](#) from their laptop computers or mobile devices. In turn, this allows them to better serve their customers as they research properties in Orange County."

DataTree delivers the property-centric information that professionals in the mortgage, real estate and land services industries require to make informed business decisions. It is built on the industry's largest database of property and homeowner information and document

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images, spanning 99 percent of U.S. housing stock and including more than 5.5 billion recorded document images.

Free Trial Available

For a limited time, First American is offering a free trial of DataTree. Visit DataTree.com to learn more.

About First American

First American Financial Corporation (NYSE: FAF) is a leading provider of title insurance, settlement services and risk solutions for real estate transactions that traces its heritage back to 1889. First American also provides title plant management services; title and other real property records and images; valuation products and services; home warranty products; property and casualty insurance; and banking, trust and investment advisory services. With revenues of \$4.7 billion in 2014, the company offers its products and services directly and through its agents throughout the United States and abroad. More information about the company can be found at www.firstam.com.

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