



*First American*

**NEWS** FOR  
IMMEDIATE  
RELEASE

**FIRST AMERICAN EXPANDS ITS DATA SOLUTION OFFERING TO INCLUDE  
BULK LICENSING OF INDUSTRY-LEADING REAL ESTATE DATA**  
*—Industry’s largest provider of property data, homeowner information and document  
images now offers the option to license its entire suite of data—*

**SANTA ANA, Calif., Oct. 1, 2015 – [First American Financial Corporation](#) (NYSE: FAF),** a leading provider of title insurance, settlement services and risk solutions for real estate transactions, today announced the newly expanded ability to license its comprehensive real estate data that spans 99.9 percent of U.S. housing stock and includes more than 5.5 billion recorded document images. Companies and organizations in real estate finance or other industries that require assessor, county recorder, property valuation, foreclosure and other derived data, can now license this data from First American.

“Data licensing is an important part of our evolution as the industry-leading property data solution provider, and we’re excited by the response from the market to our flexible real estate data licensing options,” said Robert Karraa, president of First American Database Solutions. “We listened carefully to our clients and responded to their requirements. Businesses that depend on great data to power their success will be pleased with the quality and ease of access to our data.”

Customers can license First American’s entire real estate database or subsets, like property characteristics data, which includes bedrooms, baths, and square-footage, or county recorder data, which includes deeds, mortgages, mortgage releases and assignments data.

When licensing First American’s data, customers benefit from the company’s industry-leading experience and commitment to quality and innovation. This includes Verified Record, an innovative, patent-pending feature exclusive to First American. Verified Record’s proprietary processing algorithms verify public record information within a real estate transaction against multiple independent sources including First American’s public record databases. When data is matched, it is marked as a “Verified Record.” First American also standardizes complex raw input data by formatting the data into a clean, standard output that is consistent across all geographies. This data standardization makes it easy for customers to consume and leverage data from across the country.

First American offers several convenient delivery options for real estate data, recorded documents and property reports. These delivery options include FTP, XML, as well as a “match

## **First American Expands its Data Solutions Offering to Include Bulk Licensing of Industry-Leading Real Estate Data**

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and append” service, where First American appends property data to files provided by clients to their custom specifications.

First American also offers online, self-service options for searching and acquiring real estate data and recorded documents. DataTree.com provides users with access to the entire nationwide property database, as well as another patent-pending First American innovation, FlexSearch. FlexSearch provides the ability to conduct nationwide searches for any name or phrase contained within billions of recorded land documents, such as deeds, judgments, liens and releases. FlexSearch provides access to information that was previously unsearchable, including homeowner’s association names, attorney names or the data associated with a loan. With DataTree Mobile, available in Apple’s App Store, subscribers can use their mobile phones and tablets to access First American’s data.

For more information, visit First American’s booth (#1426) at the Direct Marketing Association’s &Then conference on October 4-6, 2015, in Boston, Mass., or visit [www.Datatree.com/real-estate-data-licensing](http://www.Datatree.com/real-estate-data-licensing).

### **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. First American Financial Corporation is a holding company. All products and services are offered by operating subsidiaries. More information about the company can be found at [www.firstam.com](http://www.firstam.com).

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#### **Media Contact:**

Marcus Ginnaty  
Corporate Communications  
First American Financial Corporation  
(714) 250-3298

#### **Investor Contact:**

Craig Barberio  
Investor Relations  
First American Financial Corporation  
(714) 250-5214