



*First American*

**NEWS** FOR  
IMMEDIATE  
RELEASE

## **FIRST AMERICAN LAUNCHES THE ALL-NEW DATATREE.COM**

*Property and mortgage research solution delivers data quality, speed and ease of use*

**SANTA ANA, Calif., May 27, 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 launch of the all-new [DataTree](#), built to be the fastest, most comprehensive and easiest to use property research solution on the market. 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 images, spanning 99 percent of U.S. housing stock and including more than 5.5 billion recorded document images.

“Our extensive market research revealed that professionals have three priorities when choosing a property and mortgage information research solution: data quality, speed and ease of use, both in the office and on their mobile devices,” said George Livermore, EVP, First American Data and Mortgage Solutions. “We created DataTree specifically to address these priorities and to deliver insight and flexibility that is superior to any other solution on the market.”

### **Customers Demand Data Quality: DataTree Introduces Verified Record**

Business professionals interviewed by First American cited data quality as the most important element of real estate research. DataTree's new Verified Record feature uses proprietary processing algorithms to access and verify public record information to provide never-before achieved levels of data verification. When a data record is verified in this way, the transaction is designated as a Verified Record, offering an unmatched level of confidence in public record data.

### **Instantly Search the Complete Text of Recorded Document Images with FlexSearch™**

FlexSearch is a powerful new search engine that allows business professionals to conduct nationwide searches instantly for any name or phrase contained within billions of recorded land documents, such as deeds, judgments, liens and releases. FlexSearch, a feature available only within DataTree, provides access to information that was previously unsearchable, including homeowner's association names, attorney names or the names associated with a loan.

**Gain Mobile Access to Property Information**

With DataTree Mobile, subscribers can use their mobile phones and tablets to research properties comprising 99 percent of the U.S. housing stock. The map and GPS technology helps users locate properties quickly. Once a property is located, users can access property information, recorded document images and property reports. DataTree Mobile is available in Apple's App Store.

**Integrated Search Enhances Productivity**

DataTree allows business professionals to quickly find and analyze results by merging map, address, owner, document, parcel number and advanced search options into one intuitive solution, allowing users to conduct more searches in less time. DataTree also provides users with the freedom and flexibility to search multiple properties at once, without losing work already performed in any single property search.

**Free Trial Available**

For a limited time, First American is offering a free trial of DataTree. Visit [DataTree.com](http://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](http://www.firstam.com).

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