



CASCADE TITLE CO.

GUIDE TO PROSPECTING

Ideas on how to create a targeted marketing campaign using farming data

GEOGRAPHY

- Zip Code
- Subdivision
- Streets
- Paint a farm (neighborhood, radius, rectangle, polygon, parameters, boundaries)
- County
- City

MORTGAGE (PRIMARY LENDER TOOL)

- Lender
- Mortgage amount
- Mortgage origination date
- Primary loan type
- Loan to value

PROPERTY

- Real Market Value
- Last sale date
- Zoning
- Land use
- Stat. class
- Property type (single family residence, vacant, commercial, etc.)
- Square footage
- Bedrooms
- Bathrooms
- Year build
- Lot size

DEMOGRAPHICS*

- Age
- Occupation
- Ask customer service representative for more options

*Based off of census information. Not all data may be accurate.

OWNER STATUS

- Owner occupied
- Non-Owner (Absentee Owner)
 - Mail to property address
 - Mail to Owner Address
- No preference

OTHER

- _____
- _____
- _____