



## Keep Clients for Life

ePropertyWatch™ from First American CoreLogic is designed to revolutionize relationship-building in the real estate industry. Until now, creating a lasting relationship with homebuyers has always been a delicate, time-consuming endeavor that detracts from listing and showing houses. With ePropertyWatch, agents will be able to effortlessly and unobtrusively stay in touch with past clients by providing them with essential information about their property.

## Give Clients What They Want

Using the nation's largest database of homeowner and property information, ePropertyWatch monitors the owner's property and provides email alerts when important events occur.

Monitoring and alerts include:

- › All types of recorded filings related to the home, including deeds transferring title and liens placed against it
- › Neighborhood sales and foreclosures
- › Market trends in the neighborhood, city, and state
- › Value changes of their home (based on purchase price)

## Equity and Fraud Monitoring

Volatile home prices are making it imperative for owners to keep a close eye on the value of their home and its surrounding neighborhood. ePropertyWatch provides early notification of area sales and foreclosures to help owners anticipate upswings and foresee devaluation trends.

Similarly, equity loans on home and title theft are increasing as value depreciation causes fraudsters to turn to new tactics. ePropertyWatch helps protect owners against fraud by instantly alerting them every time a new lien is placed against a home, including home equity lines of credit.

## Effortless Marketing

The ePropertyWatch monitoring and alert system is entirely automated and easily rebranded for each office and agent. Once a company or brokerage registers and sets up a personalized template, ePropertyWatch takes over all further contact. Agents need only enroll their clients, and our system continually monitors the property and provides regular email alerts at the homeowners' preferred interval or when a lien is filed.

### Summary

ePropertyWatch makes building lasting client relationships effortless. The mutually beneficial combination of up-to-date property information and branded messaging delivers an exceptional value proposition. With ePropertyWatch handling agents' follow-up activities, Realtors® are free to focus on bringing in new clients and generating revenue. The result is happier agents, more satisfied long-term clients, and a better bottom line for real estate firms. ePropertyWatch doesn't just build relationships — it builds better brokerages.



Agent sponsored alert e-mail

## Take Your Pick

ePropertyWatch comes in two formats, depending on the configuration level desired.

**Version A: Free** – This co-branded version of ePropertywatch allows clients to upload important contact details, URL and photo, but allows First American CoreLogic to control all advertisements displayed in the email alerts and web pages.

**Version B: Paid** – This configurable version allows clients to use their own templates with personally selected advertising or no advertising appearing in the emails. The fee version enables companies, brokers, and agents to maintain continuity with other marketing materials, yet this version is priced reasonably to allow agents to provide the service for free to clients.

### Home Theft: A Disturbing Trend

Home and home-equity theft are perhaps the most-catastrophic and costly fraud schemes occurring today. As outlandish as they sound, recent technological developments have made both schemes relatively easy.

#### How It Works:

##### Step 1:

Thieves select a house, occupied or unoccupied.



##### Step 2:

Owner's identity is established using the internet and assumed using a fake duplicate.



##### Step 3:

Property is transferred to a new owner using documents purchased at an office supply store resulting in these scenarios:

- > **Lines of Credit** – Thieves borrow extensively against the property, creating losses to lenders and legal nightmares for owners.
- > **Sale** – Thieves file the appropriate paperwork and assume ownership under a different name. The property is priced well below market value and sold quickly, and the thieves disappear with the proceeds, leaving two owners fighting over the deed.



#### How ePropertyWatch Helps Protect Against Home Theft:

1. Continuously monitors all liens, including deed changes, filed on the property
2. Sends instant email alerts when liens are filed
3. Provides a trail authorities can follow to establish true ownership and catch fraud perpetrators.



Web pages enrich the data experience

To learn more about ePropertyWatch, call 619.995.6282 today.