



Transform your lead capture strategy into an interactive, dynamic, and valuable experience.

Homeowners expect accurate, real-time information to support their purchase and/or refinancing decisions. Understanding this need, we created ValueMap™. ValueMap is an easy to use map-based valuation service that snaps into your existing Website. With ValueMap you can deliver consumers with estimated home values, detailed property information and a variety of market indicators without sending your valuable prospects to another site.

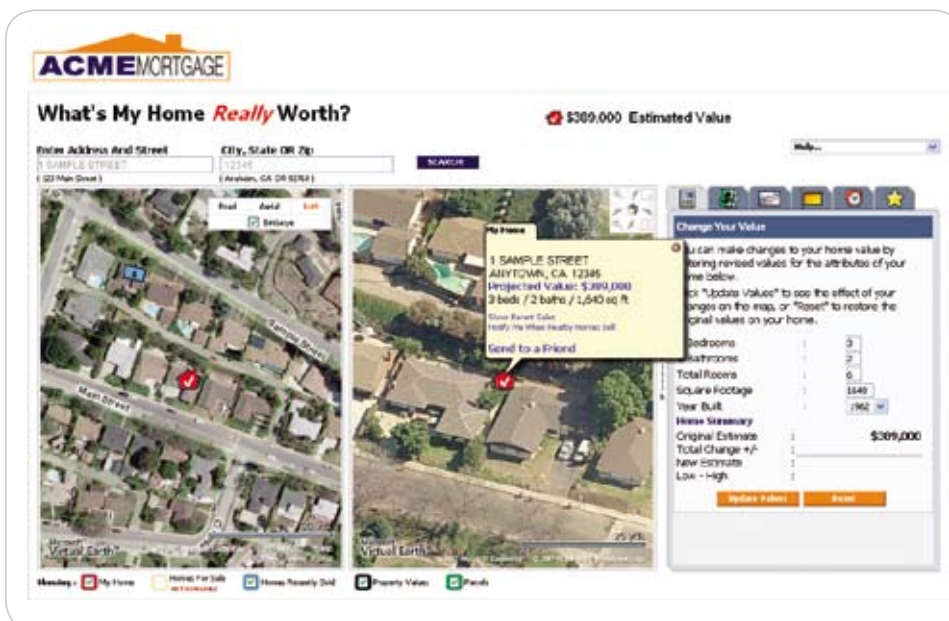
One-stop-shop

Enhance your book of business by providing ValueMap to homebuyers, refinancing prospects, and the professionals who serve them. Integrate this automated, round-the-clock service into your existing Website — branded to your business — and begin servicing consumers nationwide with the critical information when they need it.

- › Estimated property valuations
- › Home equity calculators
- › Functionality to “Send to a Friend”
- › Set a property alert
- › Save your property lists
- › Side-by-side street, aerial and bird’s eye views
- › Property and ownership data coverage in every state, consisting of 99% of the U.S. population
- › Integrate calls-to-action to your existing market strategy

Additional Benefits

- › Match the look and feel of your website
- › Link directly to your online application process to improve workflow efficiency and reduce costs
- › Pleasant user experience with road, aerial, and bird’s eye views to visualize the subject and adjacent properties correctly
- › Offer prospects a more accurate and reliable valuation using statistical information from multiple data sources
- › Secure hosting within our world-class data center



ValueMap features interactive mapping capabilities such as side-by-side road, aerial, and bird’s eye imagery.

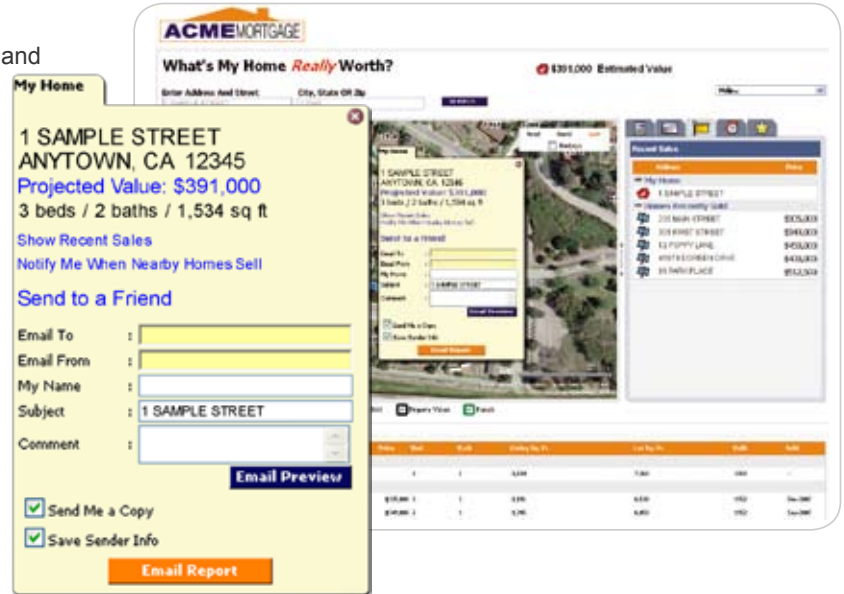


“Tell a Friend” about the unlimited opportunities

Referrals often come from a credible third party — your customers, who have done business with you and have gained from this relationship. The “Tell a Friend” referral feature allows consumers to send an email to a friend and/or colleague. Incorporating your existing referral program into the ValueMap offer is a simple, low cost way to generate high quality leads through existing customer relationships.

- › Cultivate consumer interest in your products and services
- › Build a flow of leads easily with a proven lead capture solution
- › Attain higher sales conversion rates and greater return on investment
- › Complement referral, retention and satisfaction programs already in place

“Tell a Friend” functionality allows your customers to send an email to their friends and colleagues directly from ValueMap.



Features

- › Access industry leading property and ownership information including current market value and sale price
- › Scan rooftop displays which feature the current market value of the property
- › Plot and identify up to five recent sales on a map with the detailed home fact report
- › Edit home facts and receive a new value, new comparable and a high low value estimate
- › Calculate the cost and value of a home improvement – great for equity loan officers
- › Rank your favorite homes
- › Provide current information about home price trends
- › Receive Web trend reporting which includes the number of unique site visits, repeat users, registrations as well as opt-ins

First American CoreLogic, a member of The First American Corporation (NYSE:FAF) family of companies, was formed through the merger of First American Real Estate Solutions, America's largest provider of advanced property and ownership information, analytics and services, and CoreLogic, the leading provider of residential mortgage risk management and fraud protection technology and services. The combined companies' databases cover more than 3,000 counties, representing 99.1 percent of the United States population. With more than 600,000 users nationwide, First American CoreLogic products are used by businesses to improve customer acquisition and retention, detect and prevent fraud, improve mortgage transaction cycle time and cost efficiency, measure the value of residential and commercial properties, identify real estate trends and neighborhood characteristics, track market performance and increase market share. More information about First American CoreLogic can be found at www.facorelogic.com or www.corelogic.com

To learn more about ValueMap™, call 866.774.3282.

www.facorelogic.com

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