


TIP SHEET

Your Source of Public Records is **Realist[®]** - MRED's Public Records solution. Has 21 Illinois Counties; 3 Wisconsin Counties; and 5 Indiana Counties. Has links to MLS Listings; expanded property details; displays up to 8 property transfers; overlays plot on aerial map with addresses, recent sales, Bank Owned and Pre-Foreclosure; Comparable, Neighbor & Foreclosure searches; and Assessor (Plat) Maps (Realist[®] Map plotting and Assessor Maps not available in all counties).

To access: In connectMLS™ - click Search tab, use Search Type "Tax"; or click the icon  in the upper right corner of every connectMLS™ screen or in the Tools section of your My MLS screen; it is also accessible via every listing in connectMLS™.

Basic Uses of Public Records

- Owners** - Displays current owners
- Sale Date & Price** - Displays settlement dates and sale (purchase) prices
- Mortgage** - Displays initial mortgage amounts for 1st and 2nds/equity lines, but not releases
- Taxes** - Displays taxes; approximately 60-90 day delay from when the county issues tax bills
- Realist Map** - Displays distress sales, tax sales, flood zones, plot community facilities, display market trends

Basic Business Resource

- Build a Farm** - Get a list of addresses in any area of interest and print mailing labels
- Mailing Lists** - For Just Listed/Just Sold mailings or general prospecting
- FSBO Sales** - Include in your CMA; offer additional comps to appraisers
- FSBO Competition** - Look up FSBO property - evaluate impact on sellers, clients and/or solicit the FSBO listing
- Comparable Value (Realist)** - Determine value based on assessed value ratio and/or Sq ft; Objective view of value
- Neighbor Search (Realist)** - Determine what kind of property surround any given property. Is the property next to a church, bowling alley or a bar., etc.

Proactive Business Resource - Target Marketing

- Find Absentee Owners** - Send them market updates on their investment properties
- Find Renters** - Occupants of Non Owner Occupied properties are renters/potential buyers. Cross reference the address with rented listings in the MLS to determine approximate lease dates and monthly payment
- Find Specific Property Types** - Find owners of specific property types to prospect, for your investor clients, such as multi-unit buildings, vacant land, commercial property, tear-down/rehab companies, etc.
- Target Seasoned Property** - Search property bought at least 8+ years ago, at a minimum price of your choice. They are more likely to sell than a more recent purchaser - and still have equity!
- Find Bank Owned or Pre-Foreclosure Property** - Solicit the bank for the listing; anticipate new MLS listing

What to Do With Bank Owned / Pre-Foreclosure

- Advise Seller Clients** - How will these potential distress sales impact their market
- Anticipate** - Additional below market listings coming on the market
- Prepare/Advise Buyer Clients** - and Investors of potential new inventory
- Evaluate Impact** - How could a high number of Pre-Foreclosures impact a given neighborhood/association? Effect on Sale Prices? Deficiencies in assessment collections and/or potential for special assessments? Impact on availability of new mortgages in the area?
- Offer Assistance/Solicit Listings** - Most owners in Pre-Foreclosure have to sell.