DataTrace Expands TitleFlex™ Property Data Solution to Help Title Companies Unlock Business Development Opportunities for Clients
TitleFlex Clients Can Help Real Estate and Lending Professionals Simply and Quickly Identify Property Owners Highly Likely to Buy or Sell

Agoura Hills, Calif., March 05, 2024 – **DataTrace®**, the nation's largest provider of data and automation solutions to the title and settlement services industry, today announced a series of enhancements to its award-winning **TitleFlex**™ property data platform, including new search and automated list-building capabilities that enable title companies to generate more effective prospecting lists of property owners with a propensity to buy or sell real estate. With the new tools, title companies can support the business development efforts of their real estate and lending clients, deepening their relationships with important industry participants.

"Title companies can now deliver greater value to real estate agents with a targeted, data-driven approach to quickly identify hidden listing prospects and new business opportunities in their market to help their referral sources get ahead of the competition," said Robert Karraa, president of DataTrace. "Our TitleFlex enhancements provide clients with a distinct edge in efficiency and effectiveness that can make the difference in a highly competitive real estate market."

With the TitleFlex enhancements, title companies can access pre-defined specialty searches and create custom prospect lists from more than 150 million residential properties. TitleFlex now includes filters that can hyper-segment lists by owner characteristics, such as specific types of investors, including empty nesters, and move-up buyers, or by loan or property characteristics, including rental properties poised to sell and high-equity properties. In addition, TitleFlex now provides real-time notifications of status changes within targeted lists of prospects to help identify opportunities for proactive outreach.

More Data-Driven Insights, Simplicity for Title Companies and their Clients

TitleFlex has also introduced new premium property data reports, which offer greater detail and market insights relative to complimentary reports provided by competing title companies. New market statistics and analysis by geography provides title companies with

more visibility to augment targeted prospecting in critical areas. To help customers drive top-line revenue, access to contact data is now available for timely outreach.

Fueled by the industry's largest property and ownership dataset with full geographic coverage of U.S. property data and more than 8 billion total recorded document images, TitleFlex is a single-source solution for property research, prospecting and customer service designed to bring more speed, certainty and simplicity to title companies and their clients.

About DataTrace

DataTrace Information Services, LLC provides advanced real estate title search technology, automation and production services that enable settlement services companies to quickly access and search regional title databases through a secure application. The DataTrace system delivers title history information, property tax assessment and payment data, document images and property profiles in 47 states across the United States. With its significant geographical coverage, DataTrace title plant and tax database is the broadest and most comprehensive title information system available and is used by the largest national title insurance underwriters. For additional information, visit www.DataTraceTitle.com.

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Media Contact:
Marcus Ginnaty
Data Trace Information Services, LLC
(714) 250-3298