

DATATRACE LAUNCHES MARKETVIEW, BRINGING COMPREHENSIVE MARKET INSIGHTS TO TITLE COMPANIES

— *Extensive nationwide reporting with flexible delivery options provide title companies opportunities for growth* —

IRVINE, Calif., Aug. 20, 2020 – DataTrace Information Services LLC, the nation’s largest provider of data and automation solutions to the title and settlement services industry, announced today the launch of MarketView. DataTrace MarketView, provides title companies with instant access to accurate market insights, such as existing market share, that help them evaluate growth opportunities and gain a competitive edge.

Increasing market fluctuations create challenges for title companies that rely on property sale and mortgage origination reports to identify metrics that drive their business development. The ability to search nationwide by state, county, city and ZIP Code enables title companies to invest wisely by allocating resources in accordance with market activity.

“MarketView equips our clients with critical market intelligence necessary to drive strategic business decisions, adapt to changing conditions and ultimately grow their business,” said Robert Karraa, president of DataTrace. “Our best-in-class reporting helps benchmark competitive positions and identify strategic opportunities and trends in new and existing markets.”

With extensive reporting options, MarketView’s customer query engine provides tailored visibility into a title company’s specific areas of interest through an intuitive, online user experience. Flexible delivery options, including automated report generation via email, promote efficiency, allowing users to instantly and routinely share key metrics across their organization. Trend, Loan Officer and Title/Lender Intersection reports provide a competitive edge by helping to identify potential customers and maintain relationships with key partners.

**DataTrace Launches MarketView™,
comprehensive market share insights for title companies**

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MarketView is powered by the nation's largest, most complete network of real estate title plants, tax data and recorded property data, featuring a repository of nearly 7 billion land record images.

MarketView is part of the comprehensive DataTrace solutions suite. Learn more at <http://www.datatracetitle.com/MarketView>.

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's 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 <http://www.datatracetitle.com>.

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