

# Market Share and Activity Report

Develop and Track Winning Business Strategies with Detailed Sales and Mortgage Transaction Data

## Powerful Insight into Your Key Markets

Understand your position in the real estate and mortgage market, as well as where new business opportunities exist, with the Market Share & Activity Report. Delivered in Excel format, you have the flexibility to sort, filter and pivot the data to suit your needs. Simply begin at the State, County or Zip Code level and then drill down to explore the activity specific to your market.

Use the Market Share & Activity Report to Analyze Transactions by:

- New Home Sales
- Cash Sales
- Property Type
- EO Sales
- Resales
- Timeshare Sales
- Total Sales
- Title Company
- 1st & 2nd Mortgage
- Lender Name
- Refinance
- Construction Loans
- Equity Loans
- Other Subordinate Loans
- Total Loans
- Transaction Month or Year

1	Zip Code	FIPS	State	County	Title Company	Lender	Property Type	YearMonth	Total	TotalSales	SumLoanAmount	1stMtgCount
7999	96792	15003	HI	HONOLULU	COMPANY A	LENDER 2	Residential	May-17	5	2	\$ 465,750	2
8000	96792	15003	HI	HONOLULU	COMPANY A	LENDER 3	Residential	May-17	2	1	\$ 446,200	1
8001	96792	15003	HI	HONOLULU	COMPANY A	LENDER 4	Residential	May-17	1	0	\$ 50,000	0
8003	96792	15003	HI	HONOLULU	COMPANY A	LENDER 5	Residential	May-17	4	2	\$ 1,121,825	2
8004	96792	15003	HI	HONOLULU	COMPANY B			May-17	2	1	\$ 520,965	1
8005	96792	15003	HI	HONOLULU	COMPANY C			May-17	2	1	\$ 471,306	1
8006	96792	15003	HI	HONOLULU	COMPANY C			May-17	2	1	\$ 462,626	1
8007	96792	15003	HI	HONOLULU	COMPANY C	LENDER 2	Residential	May-17	2	1	\$ 154,888	1
8008	96792	15003	HI	HONOLULU	COMPANY C	LENDER 9	Residential	May-17	2	1	\$ 470,324	1
8009	96792	15003	HI	HONOLULU	COMPANY C	LENDER 10	Residential	May-17	2	1	\$ 117,075	1
8012	96792	15003	HI	HONOLULU	COMPANY C	LENDER 3	Residential	May-17	2	1	\$ 444,352	1

### Market Share & Activity Report

1	Agent Name	Agent NMLSID	Lender	Agent - Lender Total	Agent Total
2	JOHN SMITH	12345	ADVANTIS CREDIT UNION	34	34
3	JANE DOE	22345	WELLS FARGO BANK NA	32	32
4	SAM SMITH	32345	ONPOINT COMMUNITY CREDIT UNION	17	17
5	SUE SMITH	42345	GUILD MORTGAGE COMPANY	14	14
6	JOHN DOE	52345	GUILD MORTGAGE COMPANY	13	13
7	SUE SMITH	62345	CAPITAL M LENDING, LLC	9	12
8	GINGER DAVID	72345	CHERRY CREEK MORTGAGE CO., INC.	2	12
9	MARK PARK	82345	PLAZA HM MTG INC	1	12
10	MARY SMITH	92345	FINANCE OF AMERICA MORTGAGE LLC	12	12
11	JOHN BLACK	33345	ONPOINT COMMUNITY CREDIT UNION	9	9
12	KEN THOM	54321	RIVERVIEW COMMUNITY BANK	8	8
13	KATE BAKER			7	7
14	MAX SMITH			7	7
15	CHRIS WILL	54325	ONPOINT COMMUNITY CREDIT UNION	7	7
16	JENNIFER SMITH	54326	GUILD MORTGAGE COMPANY	6	6
17	SARAH PARK	54327	DIRECTORS MORTGAGE, INC	6	6
18	WENDY JOHN	54328	PRIMELENDING, A PLAINSCAPITAL COMPANY	5	6
19	JILL PARK	54333	PRIME LNDG	1	6
20	PAUL DOE	111111	BANK OF AMERICA, N.A.	3	6
21	DAVID PARK	222222	BRANCH BANKING AND TRUST COMPANY	3	6
22	ALAN BLACK	333333	ONPOINT COMMUNITY CREDIT UNION	6	6
23	MARY HILL	444444	NW PREMIER MORTGAGE, INC	2	6
24	LINDA DAY	555555	US BANK NATIONAL ASSOCIATION	2	6
25	AMY YANG	666666	PLAZA HM MTG INC	1	6
26	LISA ALLAN	777777	TCF NAT'L BANK	1	6
27	EMILY SMITH	888888	UNITUS COMMUNITY CREDIT UNION	6	6
28	PETER ROB	999999	ADVANTIS CREDIT UNION	6	6

### NMLS Data Add On Report

## Reporting in Over 1,000 Counties

The Market Share & Activity Report is available in over 1,000 counties across the U.S., and dates back to January 1, 2014. You can subscribe to get regular updates or order a report for one-time use.

## Standardized and Quality Checked – It's Data You Can Trust

DataTrace aggregates multiple public and proprietary data sources, to create a report that is easy to use for gathering insightful information. The data format is standardized by volume - including Title Company and Lender Name. In addition, as with all of the data you receive from DataTrace, rigorous quality assurance measures are applied.

## NMLS Data Add On – Deeper Insights into Your Market

Want to know your share of mortgage market versus your competition? The National Mortgage Licensing System (NMLS) ID data is available in the Market Share and Activity Report, and gives you visibility into loan officer and mortgage broker volume, the types of loans they've completed and loan amount. The NMLS ID add-on is the ideal way to find new market opportunities and track the success of current initiatives with loan officers and brokers.