

## Data Driven Marketing Through Remine Course Notes

### What is Remine?

Real Estate Data	Predictive Analytics	Marketing Tools
<ul style="list-style-type: none"> <li>• Listing Data</li> <li>• Public Records Data</li> <li>• Mortgage Data</li> <li>• Census Bureau Data</li> <li>• Postal Data</li> <li>• Contact Information</li> </ul>	<ul style="list-style-type: none"> <li>• Estimated Equity</li> <li>• Buy Scores</li> <li>• Sell Scores</li> </ul>	<ul style="list-style-type: none"> <li>• Exports</li> <li>• Mailing Labels</li> <li>• Mailers</li> <li>• Agent-branded Site and app</li> <li>• CMA 360</li> </ul>

### How does Remine fit into the other tools the MLS offers?

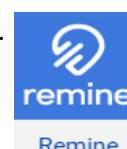
As of now, Remine is not replacing any other tools in your MLS subscription. Also, Remine provides a new opportunity, but does not necessarily replace what you are already using. What makes Remine unique is how it uses a wide variety of data to help you predict who in your farm area or sphere of influence is most likely to buy or sell, and helps you target your marketing and lead generation!

Matrix 360	Realist and iMapp	Remine
<ul style="list-style-type: none"> <li>• MLS database.</li> <li>• Enter listings</li> <li>• Search for listings</li> <li>• Email listings to customers</li> <li>• Limited public records data</li> </ul>	<ul style="list-style-type: none"> <li>• Tax databases</li> <li>• Comprehensive public records for properties throughout Florida</li> <li>• Extensive searches on public records fields</li> <li>• Create mailing lists and labels</li> </ul>	<ul style="list-style-type: none"> <li>• Limited public records data on properties nationwide</li> <li>• Buy and Sell Scores</li> <li>• Estimated Equity</li> <li>• Postal Data &amp; Contact Info</li> <li>• Create mailing lists, labels, and mailers</li> <li>• Branded webpage and mobile app</li> <li>• Notifications on changes to properties</li> </ul>

### How do I access Remine?

The only way to access Remine is through the StellarMLS dashboard.

- 1) Go to StellarMLS.com
- 2) Login with your MLS ID and Password.
- 3) Click the Remine tile.



### What are the different tabs in Remine?

Below are the key functions for each tab in Remine.

*Daily* – Track changes to properties and listings

*Search* – Pull up information on an individual property, either listed or unlisted. Or, search for all properties in an area that meet your criteria to start a marketing campaign.

*Carts* – Properties can be saved in a cart to either start a marketing campaign or to share with contacts.

*Engage* – Track your contacts search activities and invite them to a credit check.

*Contacts* – Add contacts to invite to your agent-branded Remine page and app.

*Docs* – Add documents and send them out for digital signature.

*Chat* - Centralized chat for your contacts or other agents.

## What's on a Remine Report?

To pull up a property in Remine, go to the “Search” tab. This is an integrated search. You can find both MLS listing information AND public records information for listed or unlisted properties. You can search for a property nationwide by owner’s name or by property address. MLS data is only available for Stellar MLS listings.

Once you select a property, a card will be outlined on the right side of the screen. Click that card to pull a property report.






- Left section: Summary Information
  - MLS Listing Status or Off-Market Indication
  - Sell Score (will be discussed later)
  - Bedrooms, Bathrooms, Square Footage, and Lot Size
  - Address, Property Type, Owner(s), and Ownership Type
- Key Functions
  - Add to Cart – save this property to a cart
  - Share – email this property to a contact (you must first configure your Remine homepage under the setup menu)
  - Print
  - CMA – create a CMA through Remine

On the top of the report, you will see MLS photos for properties with a corresponding (past or present) MLS listing, and a map and Google street view for Off-Market properties with no MLS record. If photos are displayed, you can click the map icon to switch to the map view.

The report is then broken down into a Public Record, Valuation, Schools, Demographics, Property History, and Associated People section, with tabs across the top for easy navigation.

- Public Record Section
  - Information on the property: occupancy, owner’s mailing address, parking, lot features, utilities, flood zone information, building features
  - Net Equity Section
    - Uses the Automated Valuation Model from First American to estimate the value of the property
    - Remine has an algorithm to predict a loan balance, based on the current mortgage rate, amount and terms and an amortization table (Remine cannot predict if someone makes additional payments on their loan or if they have late fees)
    - Estimated Value – Estimated Balance = Estimated Equity

- Active Mortgage Section
  - Original Amount, rate, type, lender, and estimated payment (*for active mortgages only in this section*)
- Valuation
  - A range and average of four commonly used automated valuation models:
  - First American, Black Knight, Zillow, and Redfin
    - Note that First American is the only model used for the Estimated Equity of the property and the Property Value filter on the map
  - An agent can also submit a valuation for a property which can be displayed, but there are safeguards in place if the value submitted is substantially higher or lower than the others.
- Schools
  - In the future, this may show the actual zoned schools, but now, it's any school affiliated with that property (including countywide magnet programs)
  - Nearest schools are displayed first
  - Student-Teacher Ratio and school grades also displayed.
  - Data comes from third party niche.com
- Demographics - Basic demographics from the US Census Bureau for the Zip + Four
- Property History
  - Property: Historic MLS listings and deed transfers
  - Mortgage: Historic mortgage liens on property (not just active mortgages)
  - Tax: Historic tax bills and rates of increase
  - Assessments: Historic tax assessments
- Associated People – this can include individuals whose names are on the deed (i.e. owners or corporations), but as Remine also purchases postal data, this can be people who receive their mail at a property (i.e. a tenant in a non-owner-occupied property).
  - For example, below is a non-owner-occupied property. There are two owners, but also a third person who receives mail at the property. In this case, this is likely a tenant (note the Buy Score and contact info!). In other cases, it could be a family member or previous owner who receives mail there.
  - If available, in addition to phone numbers (and Do Not Call “DNC” indicators), you may also see email addresses and sometimes even social media handles.
  - Associated People can be added to contacts!

 <b>Guilfolle Douglas</b> Ownership Status <span>Owner</span>	 <b>Guilfolle Roberta</b> Ownership Status <span>Owner</span>	 <b>Hope Williams</b> Buy Score <span>Low</span>
Unavailable No information available for this contact.	Unavailable No information available for this contact.	Email nyfnst03@gmail.com

Back to the side menu, if you click on CMA, you have the option to launch a **CMA 360**.

- Initial criteria for comps is pre-populated (generally a .25-mile radius and active, pending and sold [6 months back] listings with a similar number of bedrooms and bathrooms. These criteria can be modified, and additional criteria can be added (square footage, garage, etc.). You can also add “Off Market” as a status to include comparable sales not in the MLS.

- Once comps are selected, you can then customize a color scheme, add a logo, add an agent photo, enter the name of the contact, etc. Then click Save and continue.
- The report can be printed – either as a PDF (which can in turn be emailed) or onto paper.

**How accurate are the buy and sell scores and where does this data come from?**

For each property you will see a sell score (disabled for active and pending listings) and for each Associated Person a Buy Score (also disabled for active and pending listings).

First, it is important to note that sell scores are tied to a property and buy scores are tied to a person. Sell scores look at data on that market area (such as turnover) and compare the property’s attributes to the area’s trends. For example, perhaps the property is in a neighborhood with average turnover of 7 years and the owner is approaching 6.5 years in the property. That property may have a high sell score.

Buy scores look at an individual’s equity, transaction history, and other information to predict if they are likely to be looking to buy in the next year.

This is both an art and a science and Remine constantly tweaks their algorithms. In general, properties with a high sell score are 2-6 times more likely to sell in the next year than a property with a low sell score. If 100 properties with a high score and 100 with a low score are chosen at random, if 5 properties with a low score sold then 10-30 with a high sell score will generally sell in the next year.

**What filters can I use in a Remine search?**

In addition to pulling additional properties in Remine, you can also run a search for properties that meet highly specific criteria. Remine has an integrated search to find both properties with a listing in the MLS and off-market properties with no corresponding MLS listing.

- There is a search bar on top of the map where you can enter a specific address (like the previous example), zip code, neighborhood/subdivision, or zoned school.
- There are also filters for MLS Status, MLS list price, MLS list date, bedrooms, bathrooms, and other property features (under “Advanced”).
- Once you add a filter, that filter is there! To remove it, click the “X” by the filter or click “Clear” to clear all filters.

*Map-based Filters and Layers:*

Carts	Displays only the properties that you’ve added to a cart.
Property Value	Apply a filter based on property values from the First American Automated Valuation Model (for example: I want to see all properties on the map valued at over \$500K to target my marketing to “luxury” homeowners)
Home Equity	Apply a filter for home equity (remember, this is a calculated value based on the estimated value from the First American AVM minus the estimated loan balance based on Remine’s calculation.
Ownership Time	Apply a filter for ownership time. The typical homeowner moves every 7-12 years, but this can vary by neighborhood and region. Hint: You can find turnover rates for a zip code in the “Neighborhood Profile” section in Realist.

Sell Score	<p>Filters by the timeline in which a property owner may be likely to sell. Sell Score is a machine-learning model that identifies which off-market residential properties are likely to transact sooner than others in their area.</p> <p>Remine recommends using the <b>Sell Score</b> layer alongside other layers to increase accuracy. For example, you could combine <b>Sell Score</b>, <b>Ownership Time</b>, and <b>Home Equity</b> in your search.</p>
Absentee	Apply a filter for “Owner Occupants”, “Corporate Owners”, “In-State Absentee” and “Out-of-State Absentee” Owners.
Flood Zone	Apply a filter for high risk flood zones (“A” and “V” zones) versus low risk (“X” and “X500”).
Building Type	<p>Filters by the following building types for properties on the map:</p> <ul style="list-style-type: none"> <li>• Single-Family</li> <li>• Condo</li> <li>• Townhome</li> <li>• Multi-Family (apartment)</li> <li>• Other</li> </ul>
Land Use	<p>Filters by the following zoning categories for individual parcels of land: Residential, Commercial, Industrial, Land, Farm, Public, Entertainment, Utility, Unknown</p> <p>Say you have a customer who is interested in a parcel of land, but they are concerned about the zoning of the empty parcel of land across the street. You can view this data instantly with Remine.</p>
Airbnb	<p>This is a layer (not a filter). Remine has an open API with Air BnB. Here you can see where AirBnB listings are. This can be used to:</p> <ul style="list-style-type: none"> <li>▪ Seek out areas with potential for AirBnB Rentals (check local zoning and association rules)</li> <li>▪ Avoid areas with lots of AirBnBs</li> <li>▪ Have a potential buyer stay in an AirBnB to gauge how they like the neighborhood</li> </ul>
Mortgage Rate	<p>Apply a filter based on owner’s mortgage rate. For example, if someone purchased their home at a rate of 6%+ and rates are now 4%, they could potentially buy a more expensive home for the same monthly payment. Alternatively, if someone purchased at a rate of 3.5% and rates are now 5%, it will not be as financially lucrative to move.</p> <p><i>Remine has mortgage information on only 10-15% of the country. If they do not have any data for the mortgage on a property, the property parcel will appear blank when you apply this layer.</i></p>
Mortgage Age	<p>Filter for the age of a mortgage. Generally, the higher the age, the more equity one has in the home. This can be combined with other filters such as Ownership Time. It is especially helpful to eliminate properties where the owner recently refinanced (perhaps use a filter for Mortgage Age greater than 3). <b>IMPORTANT NOTE:</b> You will want to add this filter twice. The first time for the minimum mortgage age and the second time to add the criteria “Has No Mortgage”.</p> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 10px auto;"> <p>MORTGAGE AGE 3 - 30 × MORTGAGE AGE Has No Mortgage ×</p> </div>
Last Sale Price	Filters by the last known sale price of all homes sold since 1990.

Distressed Deals	<p>Pre-foreclosures and upcoming auctions. Note that as Remine is a national tool, there are filters for both judicial foreclosure states like Florida (where a lawsuit has to be filed to foreclose on a property) and non-judicial foreclosure states (where a lawsuit does not have to be filed). Make sure to use the right filter.</p> <ul style="list-style-type: none"> <li>▪ Lis Pendens – the initial public records filing in judicial foreclosure states like Florida (this filing starts the process). These properties can still be sold by the owner, but legal action is pending. This filter can be combined with equity filters to find those most likely to sell. <i>[Realist calls this phase Pre-foreclosure.]</i></li> <li>▪ Notice of Default – This starts the foreclosure process in non-judicial foreclosure states and is not relevant to Florida.</li> <li>▪ Notice of Foreclosure Sale – This document is used in Judicial Foreclosure states (like Florida) once a judgement is passed and a foreclosure sale date is set (some savvy investors may want to purchase properties at foreclosure auctions). <i>[Realist calls this phase “Auction”.]</i></li> <li>▪ Notice of Trustee Sale – similar to a Notice of Foreclosure sale for non-judicial foreclosure states. This is not relevant to Florida.</li> </ul>
Cash Buyers	Cash Buyers – These properties were purchased for all cash (based on no mortgage lien since the last deed recording). This is a layer not a filter (similar to AirBnB)!

### What’s the difference between a Saved Search and a Cart?

A saved search allows you to draw on the map in Remine and save that map area along with specific filters. The properties that meet your criteria (on or off market) will change over time. You can receive email notifications when a new property matches your criteria. Adding to a cart, on the other hand, is when you save a specific property. In order to export property information to a spreadsheet, print mailing labels, create mailers, or track notifications, you must add a property to a cart first. Note that you can either add a property to an existing cart or create a new cart.

### What can I do with properties I add to a cart?

Go to the “Carts” tab of Remine and select a cart. Then select individual properties or all properties in a cart.

- Export – choose from a list of fields and then export into a CSV file.
- Send Mailers – Create a mailing campaign with flyers, brochures or postcards through third party vendor “Rocket Mail & Print”. \*\*\*There is a cost to this service.
- Mailing Labels (under “More” menu)
  - To create your own mailing labels, after you select properties, go to the “More” menu and select “Print Mailing Labels.” Choose the following:
  - Recipient Name: Owner or “Current Resident”
  - Address: Property Address or Owner Address
  - Label Type: Avery 5160, 5161, or 5162
  - Then click “Print.”

Important Note: The default is to mail to the property address, even if “Property Owners” are selected as the recipients. In areas with lots of absentee owners, you may want to use the “Mailing Address” instead.

You also have the option to “Manage Columns” displayed within your cart, and to “Share Cart” with a Remine contact.

**Print Mailing Labels**

Recipient Name  
 Default is property address but this can be changed to "Mailing Address".

Address

Label Type

[Print](#)

To rename, delete or duplicate a cart, choose the down arrow by the cart name and then select the option to “rename”, “delete”, or “duplicate”.

**Scenarios – Here are some scenarios on how Remine could be used for target marketing.**

1. Targeting Luxury Homeowners - to track changes to these properties and to mail a monthly newsletter on luxury topics
  - Add a filter for a zip code or subdivision
  - Property Value  $\geq$  \$1,000,000 (may be lower in certain areas, perhaps \$400,000)
  - Years of Ownership  $\geq$  5
  - Mortgage Age  $\geq$  3 (eliminate anyone who refinanced recently)
    - Note: Add one filter for minimum Mortgage Age of 3
    - Add another filter for “Has no Mortgage”
  - Building Type = Single Family Home
  
2. Absentee Owners - to market property management services or to send a newsletter on managing investment/vacation property and knowing when to sell
  - Add a filter for a zip code or subdivision
  - Absentee = Absentee, In State and Absentee, Out of State
  - Building Type = Single Family Home, Condo, Townhouse
  - Optional Layers: Cash Buyers, Air BnB (to see who paid cash for purchase and also see where AirBnBs are related to these properties)
  
3. Downsizers – to track changes to these properties and send a mailing on tips for downsizing.
  - Add a filter for a zip code or subdivision (ideally an area with lots of larger homes)
  - Go to More Filter on Top and Add in Square Feet  $\geq$  2000
  - Home Equity  $\geq$  \$100,000
  - Years Ownership  $\geq$  20
  - Absentee = Owner Occupied
  - Building Type = Single Family Home
  - Mortgage Age  $\geq$  2 or “Has No Mortgage” (eliminate recently refinanced properties)
  - Optional: Medium or High Sell Score
  
4. Move-up Buyers – to target buyers who may be ready to move to a larger home or to market a larger listing
  - Add a filter for a zip code or subdivision (ideally a zip code with lots of starter homes)
  - Go to “More” filter on top and add in Square Feet between 1000 and 1700.
  - Home Equity  $\geq$  25000
  - Years Ownership = 5-10
  - Absentee = Owner Occupied
  - Building Type = Single Family Home
  - Mortgage Age  $\geq$  2 (eliminate recently refinanced properties)
  - Optional: Mortgage Rate  $\geq$  4.5% (as rates are lower people with a higher rate may be able to buy a larger home for a similar monthly payment)
  
5. Pre-foreclosures – to target properties that are facing foreclosure, but still have equity and may be likely to sell

- Add a filter for a zip code (ideally a zip code with foreclosure activity)
  - Land Use = Residential
  - Home Equity  $\geq$  25000 (if you want to try to get a listing from someone in pre-foreclosure who still has equity – these individuals have incentive to sell)
- OR
- Home Equity  $\leq$  1 (if you are knowledgeable and negotiating short sales and want to market those services)

### How can I give my customers access to Remine data?

First, click on your name in the Remine menu and access your settings. Scroll to the Public Homepage Section. Create the URL for your customer-facing site.

Go to the “Contacts” tab of Remine.

The majority of the rich data in Remine is EXCLUSIVELY FOR REALTORS®. However, there is a robust consumer site to give your current and prospective customers access to to search certain items in Remine and have all the results branded to you.

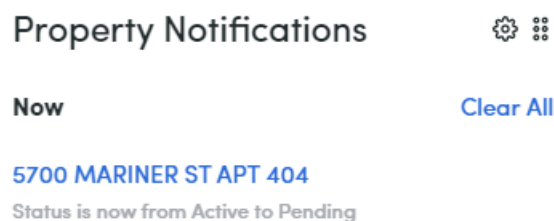
Under the “Contacts” tab, you can either add contacts individually or update contacts from a CSV file. You can also add contacts from the “Associated People” section of a property card in Remine. Once you invite contacts to Remine, they will need to create an account.

The **Engage** tab allows you to track the activity of your contacts. You can also invite your contacts to “StepOne”, which provides them with a credit report

### Is there a Remine app, and if so, how is the app different?

Yes, there is a Remine app. If you click on your name at the bottom of the sidebar menu and then select “settings” (the same place you went for your personal URL), scroll to the very bottom. There is a link to have app texted to you. Once you download the app through this link, you will then need to register and will receive a confirmation email to finalize the process. The app has many of the features of the desktop version, but does not allow you to do exports, uploads, downloads, or printing. The app also has a safety timer (pull up a property card and click “Start Tour”) and the ability to quickly invite contacts from your mobile device to Remine.

**Note:** Under the Daily tab, you can check for daily updates, including listing updates to your selected zip codes and change notifications for properties you have added to a cart.



The screenshot shows a notification titled "Property Notifications" with a gear icon and a list icon. Below the title, it says "Now" and "Clear All". The notification content is "5700 MARINER ST APT 404" in blue text, followed by "Status is now from Active to Pending" in grey text.