



CoreLogic®

Realist Sell Score

New Search Attribute

What is Sell Score?

- Leveraging both public record and proprietary CoreLogic data, the Sell Score uses a unique algorithm developed by CoreLogic data scientists to determine the relative likelihood a property will be listed for sale in the next six months. By assigning each property a clear numerical grade, the Sell Score makes it easy to identify homeowners who are more likely to sell.



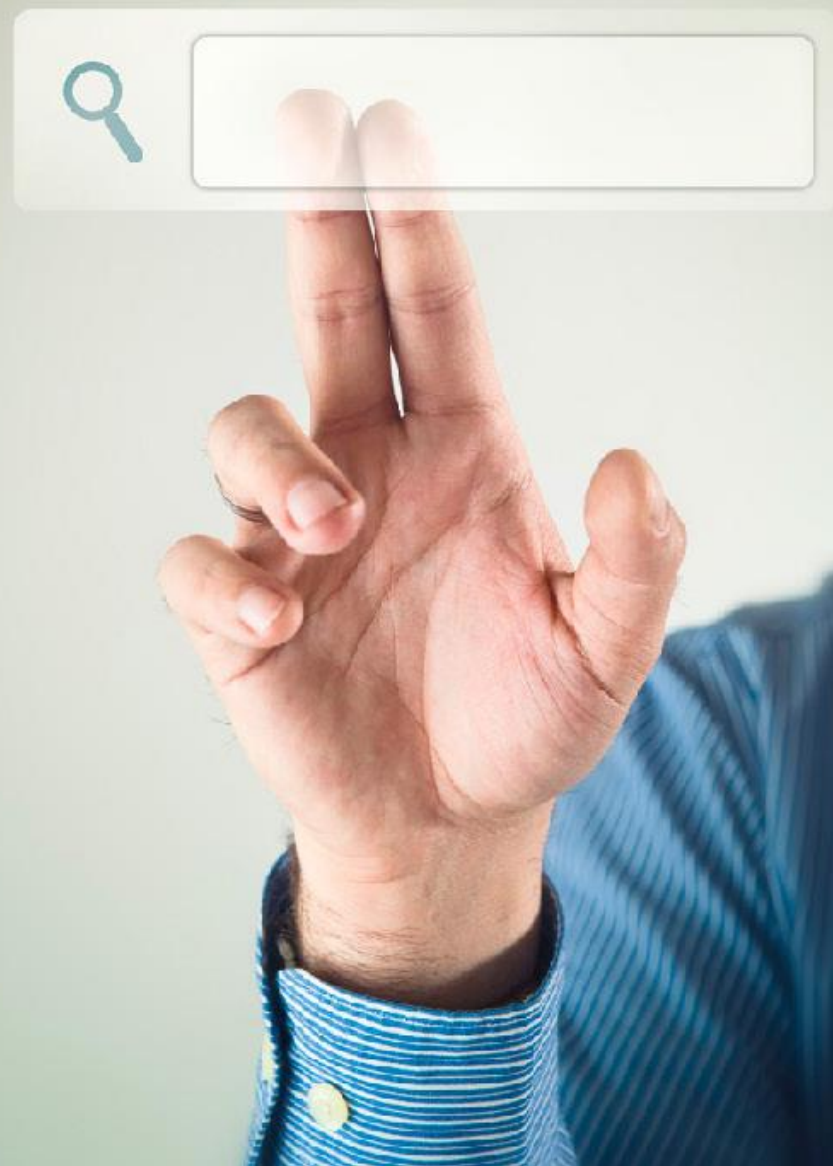
What Exactly is the Sell Score?

- The Sell Score is based on the **CoreLogic Propensity to List model** featuring a numerical value (0-1000) that predicts the relative likelihood a property will be listed for sale in the next six months.



New Sell Score Searching!

- Now, With Sell Score Searching, you can:
 - Make “propensity to sell” a part of any search
 - Use Sell Score just like other search criteria to narrow your search results
 - Set minimum thresholds, search operators, and other standard parameters
 - Generate mailing labels
 - Export results



The Benefit of Sell Score Insights

- Sell Score Searching makes your marketing efforts more efficient by pinpointing homeowners who are potentially motivated to sell. This makes your prospecting searches more targeted, helping increase the hit rate of your marketing campaigns while saving you time and money.





Orange, CA [Change County](#)

QUICK SEARCH MY SEARCH

Saved Searches

Customize Search Save

DSTR Beds (20001) is between

MLS Total Baths2 is between

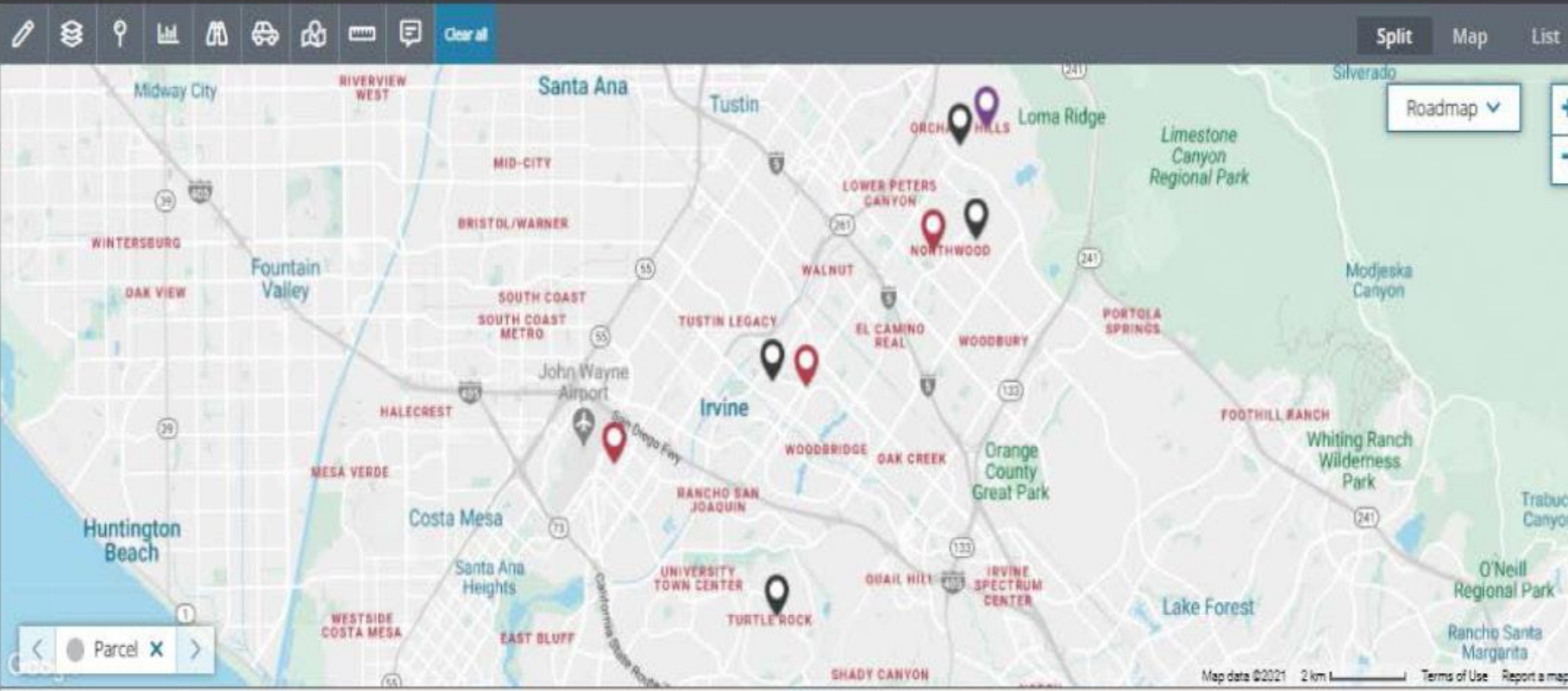
Record Date is between

Sell Score is between

Clear Searches Search

View results (8 matches)

1 - 1000 1001 - 2000 2001 - 3000



8 results | 8 selected [Customize Table](#)

<input checked="" type="checkbox"/>			Owner Name	Site Address (781)	Sell Score	ZIP Code	APN RNEW	Foreign Count
<input checked="" type="checkbox"/>	4		GU WEIXIN/KONG YONGMEI	51 Winter Range	822	92602	938-236-20	
<input checked="" type="checkbox"/>	5		HANN JOHN/LUPSA DELIA	37 Bluecoat	845	92620	529-172-40	
<input checked="" type="checkbox"/>	6		SADIQ SABBIR/SADIQ TALAT M	65 Bluejay	864	92604	451-352-16	
<input checked="" type="checkbox"/>	7		LI BING/JING LU	115 Hitching Post	885	92620	551-752-11	
<input checked="" type="checkbox"/>	8		MATSUMOTO KAIN	1407 Reggio Aisle	929	92606	939-355-61	

Export Print Email Labels Postcards

Reports

How Do We Use Sell Score?

- Sell Score is now a searchable attribute available under My Search - Customize Search.
- Select the Sell Score attribute (under Customize Search) and add it to your My Search template (saved search).
- Once selected, you can search for properties based on the desired sell score value(s) and ranges
- Then you can download property detail reports, export records, or create mailing labels!

What do the Sell Score Numbers Mean?

- Sell Score Ratings and Values
- Very High: 831-1000
- High: 625-830
- Moderate: 502-624
- Low: 354-501
- Very Low: 0-353

SELL SCORE INDICATOR



NOTE:

- Unlike other search attributes, the Sell Score can only be used when a single county is selected.
- When multiple counties are selected, the Sell Score attribute is grayed out under Customize Search and cannot be selected.
- If you already added the Sell Score to your search form and go from single county to multiple counties, the attribute will also be grayed out on the My Search form.

Using the Sell Score Search Attribute

In My Search navigate to Customize Search - Sales Information - Sell Score

Select Sell Score and add it into search template and click Save or Apply

Go to the My Search panel and locate the Sell Score attribute

Using the Sell Score Search Attribute

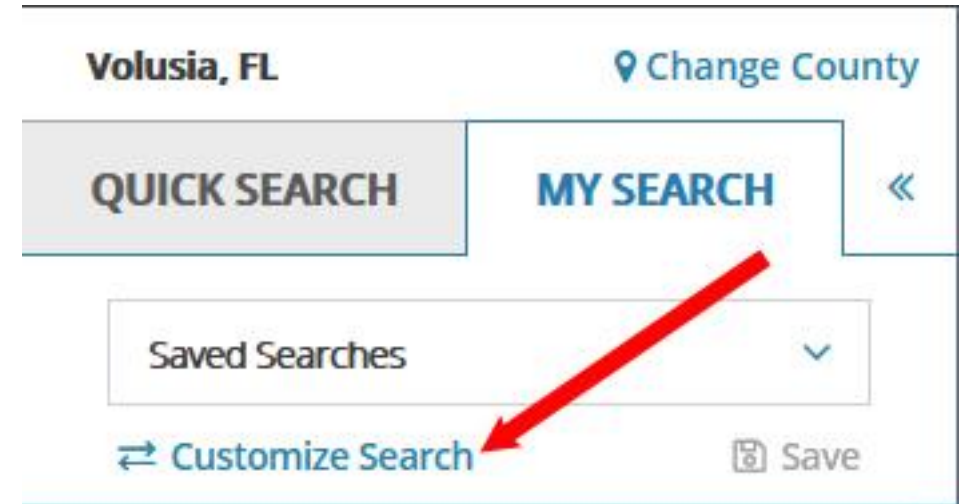
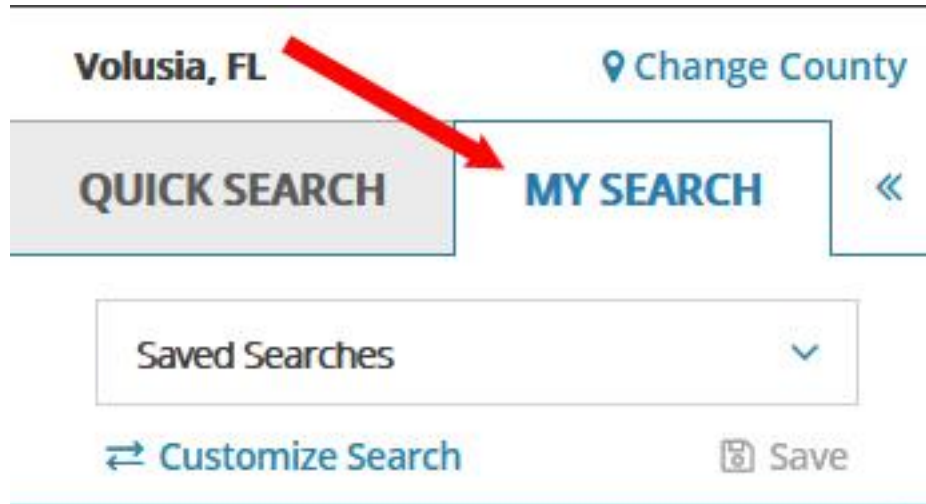
Sell Score attribute can be searched using 1 of 3 search operators:

Is = to search for properties with a specific sell score (e.g. Is =750)

Is Between = to search for properties with between two values (e.g. Is Between=750 to 800)

Is Greater Than = to search for properties greater than a specific value (e.g. Is Greater Than=750)

Adding Sell Score to My Search



Adding Sell Score to My Search

My Search Default

You are not able to make any changes to the search configuration.
Adding more attributes to this search will automatically create

Categories	Attributes Options
All Categories	<input type="checkbox"/> Address
Owner Information	<input type="checkbox"/> Basement Type
Geography	<input checked="" type="checkbox"/> Bedrooms
Characteristics	<input type="checkbox"/> Carrier Route
Listing Information	<input checked="" type="checkbox"/> City
Assessment & Tax	<input type="checkbox"/> Distressed Sales
Sales Information	<input type="checkbox"/> Exemption - Disabled
Foreclosure & Distressed	<input type="checkbox"/> Exemption - Senior
Mortgage	<input type="checkbox"/> Exemption - Widow
	<input type="checkbox"/> Fireplace Count
	<input type="checkbox"/> Foreclosure Auction Date
	<input type="checkbox"/> Foreclosure Indicator
	<input type="checkbox"/> Foreclosure Recording Date

Categories	Attributes Options
All Categories	<input type="checkbox"/> Document Number
Owner Information	<input type="checkbox"/> Sale Date
Geography	<input type="checkbox"/> Sell Score
Characteristics	
Listing Information	
Assessment & Tax	
Sales Information	

Adding Sell Score to My Search

Number

Homestead

Veterans

||

Indicator

Case #

Posted Date

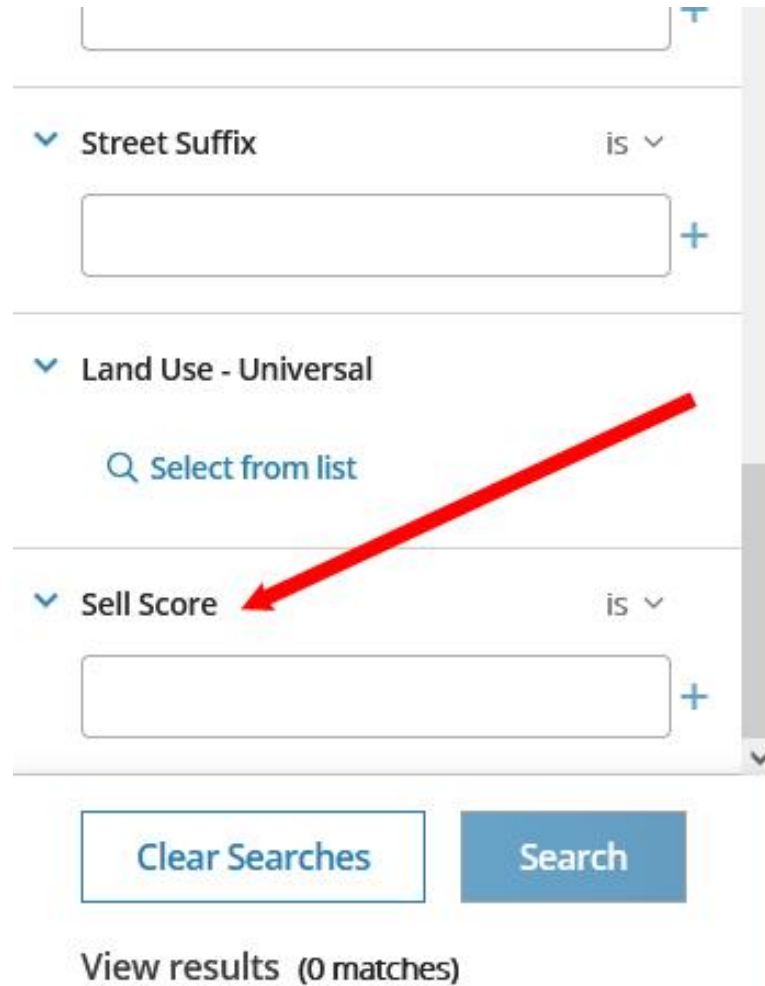
Stage

ZIP Code	X
City	X
Subdivision	X
Building Sq Ft	X
Recording Date	X

Clear Selection

Cancel Save Apply

Adding Sell Score to My Search



The screenshot shows a search interface with several filter sections. At the top is an empty search input field with a magnifying glass icon. Below it are three filter sections, each with a dropdown arrow on the left and a small 'is' dropdown on the right. The first filter is 'Street Suffix' with an empty input field and a '+' icon. The second filter is 'Land Use - Universal' with a search icon and the text 'Select from list'. The third filter is 'Sell Score' with an empty input field and a '+' icon. A red arrow points from the 'Sell Score' filter to the 'is' dropdown. At the bottom are two buttons: 'Clear Searches' and 'Search'. Below the buttons is the text 'View results (0 matches)'.

Street Suffix is

Land Use - Universal

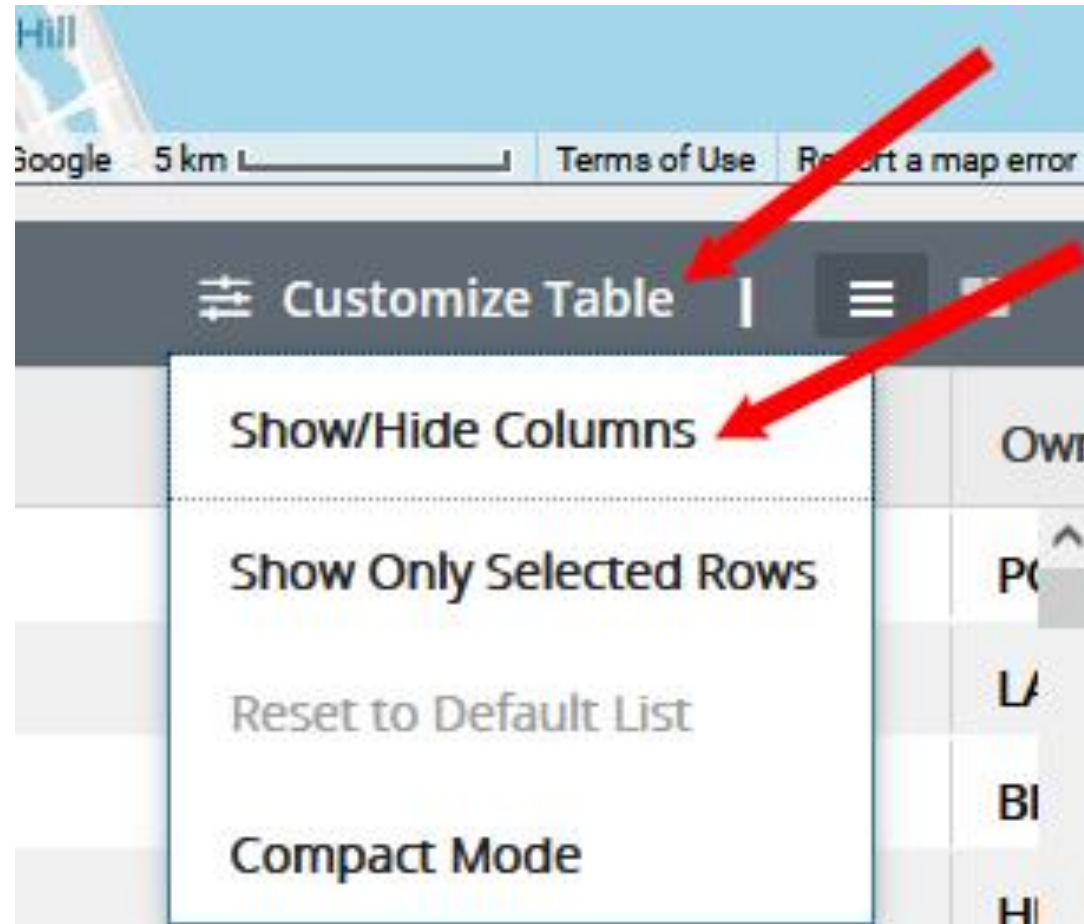
Search Select from list

Sell Score is

Clear Searches Search

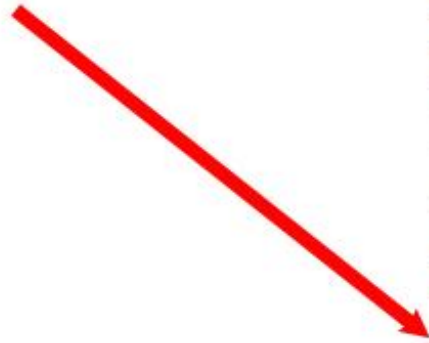
View results (0 matches)

Adding Sell Score to Results Table

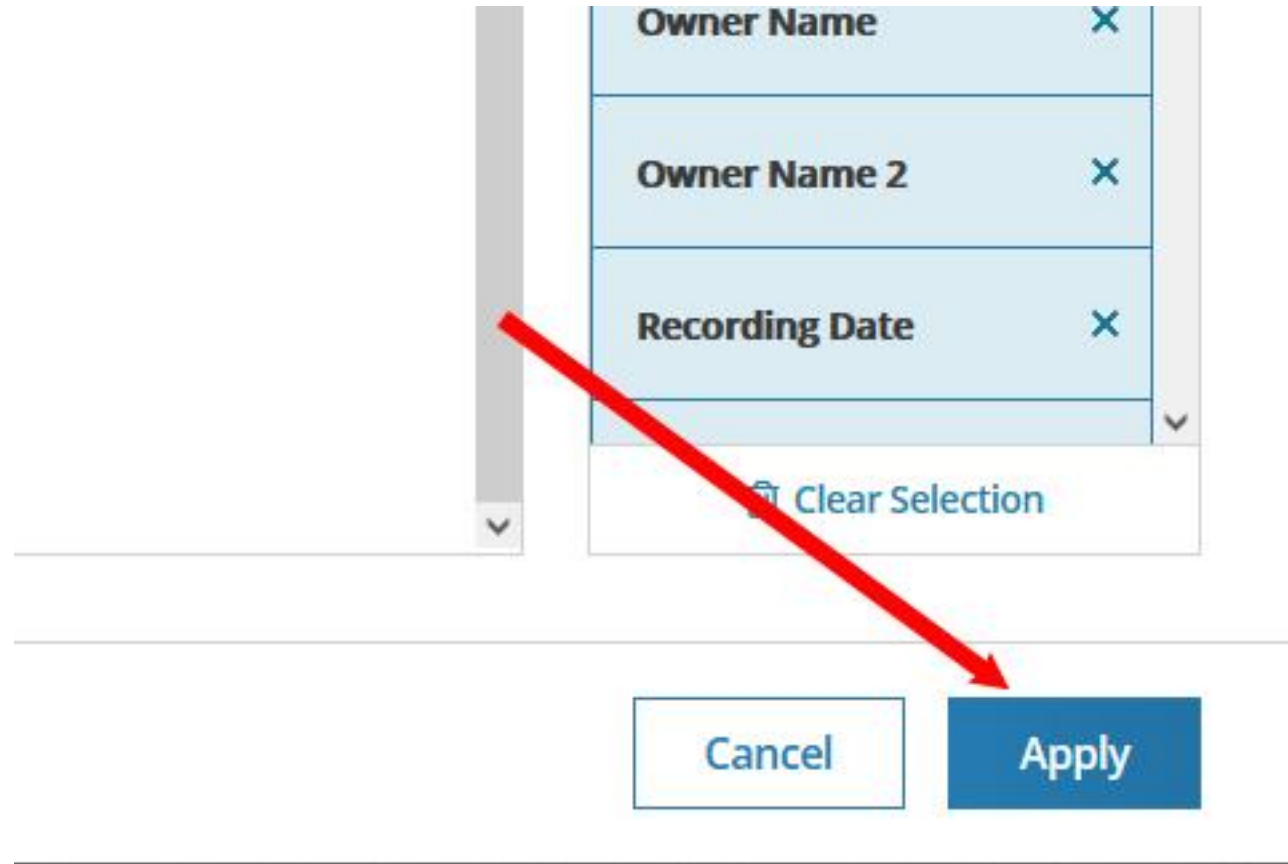


Adding Sell Score to Results Table

Categories	Attributes	
All Categories	<input type="checkbox"/> Land Use - State	<input type="checkbox"/> Land Use - Universal
Owner Information	<input type="checkbox"/> Lender Name	<input checked="" type="checkbox"/> Lot Acres
	<input checked="" type="checkbox"/> Lot Sq Ft	<input checked="" type="checkbox"/> MLS Listing #
Location Information	<input checked="" type="checkbox"/> MLS Listing Indicator	<input checked="" type="checkbox"/> MLS Photo Indicator
	<input type="checkbox"/> MLS Sale Date	<input type="checkbox"/> MLS Sale Price
Characteristics	<input type="checkbox"/> MLS Standard Status	<input type="checkbox"/> MLS Status
	<input checked="" type="checkbox"/> Owner Name	<input checked="" type="checkbox"/> Owner Name 2
Assessment & Tax	<input type="checkbox"/> Owner Occupied	<input checked="" type="checkbox"/> Pool
	<input checked="" type="checkbox"/> Price Per Sq Ft	<input type="checkbox"/> Range
Sales Information	<input checked="" type="checkbox"/> Recording Date	<input checked="" type="checkbox"/> Sale Date
	<input checked="" type="checkbox"/> Sale Price	<input checked="" type="checkbox"/> School District Code
Foreclosure & Distressed	<input type="checkbox"/> Section	<input checked="" type="checkbox"/> Sell Score
	<input checked="" type="checkbox"/> Short Parcel ID	<input checked="" type="checkbox"/> Stories
Mortgage Information	<input checked="" type="checkbox"/> Subdivision	<input type="checkbox"/> Tax Amount



Adding Sell Score to Results Table

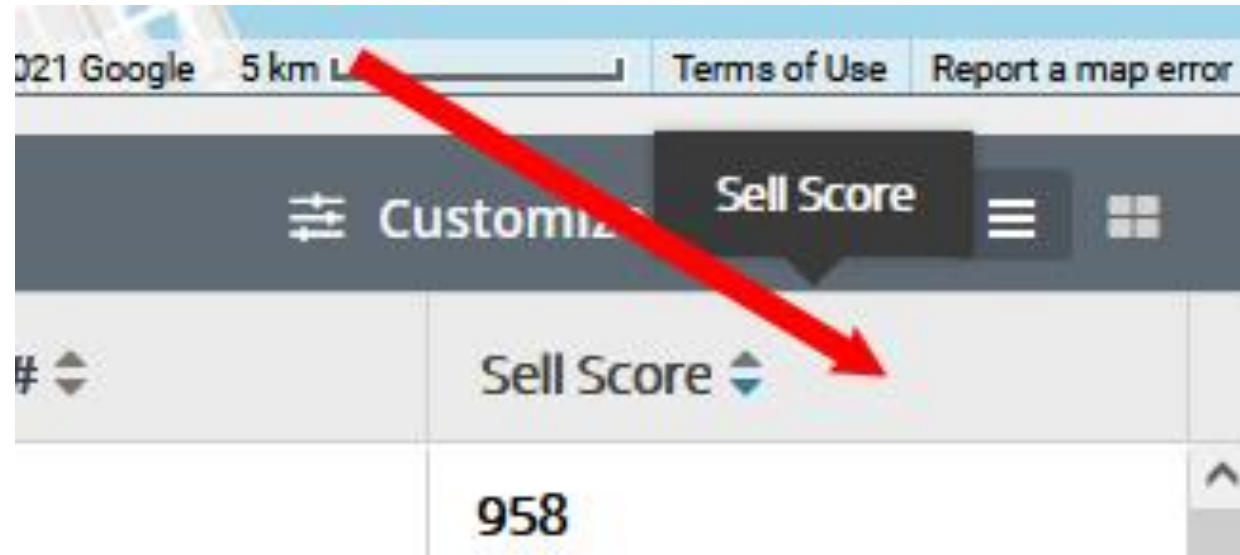


The image shows a dialog box for selecting columns to add to a table. The dialog contains a list of columns with 'x' icons for removal:

Owner Name	x
Owner Name 2	x
Recording Date	x

Below the list is a 'Clear Selection' button. At the bottom of the dialog are two buttons: 'Cancel' and 'Apply'. A red arrow points from the 'Recording Date' row in the list to the 'Apply' button.

Adding Sell Score to Results Table



















Sell Score will be added to table at the very far right of the table

Left click, hold and drag it to wherever you want!

Adding Sell Score to Results Table

682 results | 682 selected Customize Table

			Address		ZIP Code	Sell Score
			107 Deep Woods Way		32174	958
			52 Creek Bluff Way		32174	958
			43 Forest View Way		32174	928
			35 Creek Bluff Way		32174	921
			8 Forest View Way		32174	920
			14 Shadowcreek Way		32174	920
			119 Deep Woods Way		32174	917
			17 Black Creek Way		32174	917
		

You can sort High to Low by clicking the little arrows!

Realist Desktop Compatibility

Realist is compatible with the latest browser versions supported by mainstream operating systems:

- Edge and Internet Explorer 11
- And the most recent versions of:
 - Safari Desktop
 - Chrome
 - Firefox
 - Android Browser
 - Chrome Mobile
 - Safari Mobile

Realist Mobile Compatibility

- iPad and Android Tablet users should ensure that they are up to date with the most recent version of their browser they can install. Realist Mobile supports the following browsers:
- IOS Safari
- IOS Chrome
- Android Browser
- Android Chrome



Sell Score vs. Reality

All listings in
Breakaway Trails
listed in last six
months with their
Sell Score

List Number	Listing Date	Sold/Leased Date	Status	Street #	Street Name	Suffix	SELL SCORE
1079255	1/8/2021	2/17/2021	C	119	Deep Woods	Way	917
1080738	2/17/2021	3/26/2021	C	7	Black Pine	Way	813
1080820	2/20/2021	4/26/2021	C	160	Black Hickory	Way	761
1080949	2/24/2021	3/26/2021	C	30	Circle Creek	Way	813
1081009	2/26/2021	4/6/2021	C	8	Lost Spring	Way	813
1081175	3/2/2021	3/3/2021	C	3	Silver Lake	Way	813
1081180	3/3/2021		A	33	Forest View	Way	669
1081244	3/4/2021	4/14/2021	C	33	Winding Creek	Way	743
1081313	3/5/2021	4/9/2021	C	109	Shadowcreek	Way	813
1081265	3/5/2021	3/23/2021	C	4	Shadowcreek	Way	917
1081480	3/11/2021	5/20/2021	C	71	Shadowcreek	Way	743
1081744	3/19/2021	5/17/2021	C	71	Circle Creek	Way	662
1081863	3/23/2021	5/24/2021	C	47	Circle Creek	Way	743
1081888	3/24/2021	4/23/2021	C	8	Wild Creek	Way	726
1082231	4/1/2021		P	3	Forest View	Way	743
1082365	4/6/2021	5/27/2021	C	184	Black Hickory	Way	769
1082346	4/6/2021	5/27/2021	C	19	Crescent Lake	Way	743
1082630	4/12/2021		P	15	Deep Woods	Way	743
1082736	4/15/2021	6/11/2021	C	86	Tomoka Ridge	Way	743
1082843	4/16/2021	5/20/2021	C	4	Wild Creek	Way	669
1082791	4/16/2021		P	23	Lake Vista	Way	718
1082957	4/21/2021		P	19	Carriage Creek	Way	812
1083231	4/26/2021		P	6	Wild Creek	Way	662
1083374	4/30/2021	5/18/2021	C	40	Carriage Creek	Way	830
1083337	4/30/2021		P	10	Black Hickory	Way	915
1083419	5/3/2021		P	23	River Chase	Way	813
1083569	5/4/2021		P	27	Winding Creek	Way	769
1083690	5/10/2021		P	45	Winding Creek	Way	726
1084075	5/19/2021		P	1	Cross Creek	Way	718
1084406	5/27/2021	6/10/2021	C	22	Carriage Creek	Way	847
1084519	5/28/2021		P	9	Lake Vista	Way	718
1084768	6/4/2021		A	92	Deep Woods	Way	662
1084764	6/4/2021		P	14	Shadowcreek	Way	920
1084852	6/7/2021		P	5	Noble Woods	Way	816
1084980	6/11/2021		A	1	Fawn Pass	Way	669

Let's Do It!

