

# TECHNOLOGY SOLUTIONS



- Real Estate Industry Calculators
- Property Data On Demand
- Digital Educational Resources

# TECHNOLOGY SOLUTIONS

## Real Estate Industry Calculators



## Property Data On Demand



## Digital Educational Resources



## Online Service with a Smile... Promise!



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## **POWERSNAP!**

- Real-time File Status
- Flexible Calculations
- Email Quotes on the Spot
- Download and Share Files

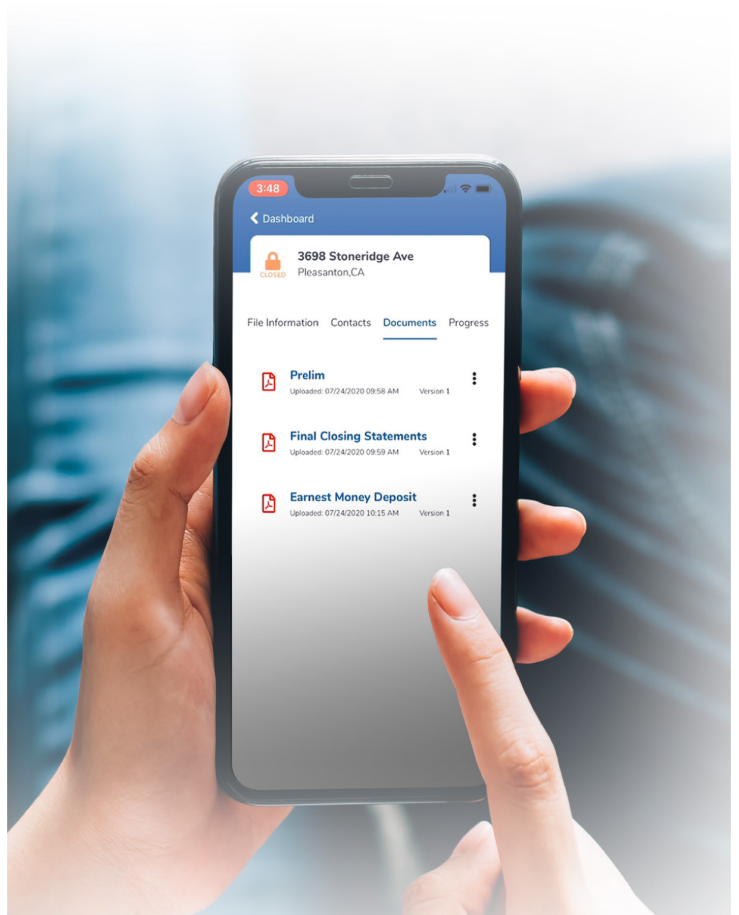
# REAL-TIME FILE ACCESS TO ALL THINGS TITLE!

PowerSnap! is the powerful industry mobile app that puts your title transaction information within your reach, anytime, anywhere.

These app features allow you to access real-time file status, details and documents, open a title order, and generate cost estimates using seven industry calculators.



- Log in securely using OKTA identity management service
- Start a title order right from the app!
- View file info, estimated closing date and progress
- In-app Messaging enables convenient communication with your closing team
- Notification settings allow you to set push, text, or email alerts when the status of an order changes or when new documents are shared
- See order status, and review closed files for the past 12 months
- Leverage your brand with personalized reports featuring your photo and contact information
- Save, edit and reuse up to 20 customized quotes
- Generate and share email and PDF versions of Seller Net Sheets, Title & Escrow Fees, Escrow Refi Fees, Monthly Payment Calculations and more!



ENJOY FUNCTIONALITY ON ALL APPLE® AND ANDROID™ DEVICES!



A man with dark hair and a beard, wearing a blue suit jacket over a striped shirt, is sitting at a desk and working on a laptop. He is looking at the screen with a slight smile. The background is a bright, out-of-focus office setting.

# 7 INDUSTRY CALCULATORS

- Seller Net Sheets
- Title Premium & Fees
- Rent vs. Buy
- Available on Demand!

# REAL ESTATE INDUSTRY CALCULATORS

VIA WEB OR THE POWERSNAP! MOBILE APP

Real estate transactions require a lot of number crunching and cost comparisons. We're here to make it easy by providing you with **FREE** centralized access to seven essential industry calculators.

1

## Seller Net Sheets

When selling a home, you can prepare a Seller Net Sheet to help a seller determine a sales price. The Seller Net Sheet calculates the costs of selling the property, and it shows the seller the approximate amount of proceeds.

2

## Sale Title Premium & Fees

Let us calculate the closing costs in seconds. As a service to our customers, our Buyer Title Charges Calculator will provide an estimate of the possible closing costs of buying a home.

3

## Refinance Title Premium & Fees

Our Refinance Title Charges Calculator will provide you with an estimated statement of possible costs for your refinance transaction.

4

## TRID vs. Actual Calculator

This calculator is used to compare a buyer's and seller's Loan Estimate with the actual amount of fees paid, per the TILA-RESPA Integrated Disclosure (TRID) rule.

5

## Rent vs. Buy Calculator

Perfect for real estate agents targeting first-time home buyers. Help clients gauge affordability by showing them a comparison of what they are currently paying for rent versus the cost of a mortgage payment.

6

## Monthly Payment Calculator

Calculate what an approximate monthly mortgage will be, based on the terms and amount of the loan, estimated interest, and estimated sales price of the home, as well as additional property details.

7

## Mortgage Refinance Calculator

Use the refinance calculator to help decide if refinancing makes sense for your clients. In general, if monthly mortgage payments can be lowered to offset the costs of refinancing in a reasonable timeframe, refinancing may be a good option.

Two Convenient Locations! Access these through the PowerSnap! app  
or online at [CypressTitleCo.com/Calculator](http://CypressTitleCo.com/Calculator)





## BE THE EXPERT IN YOUR MARKET

- Online and mobile based platforms
- Access Property Profiles, Market Data & more
- Premium Features Available

# PROPERTY DATA ON DEMAND

We deliver all the property info you will ever need. CypressPro 24/7 is a web-based desktop platform for accessing information on the spot.



## Property Profiles, Reports & Recorded Documents

Cypress 24/7 meets the needs of today's real estate agents by providing a platform to access property profiles, market data, recorded documents, and more. This information provides agents with valuable insight into their market territories, and delivers useful records that can be used for farming and marketing.

### 6 Ways to Search for a property:

- OWNER NAME SEARCH
- SITE ADDRESS SEARCH
- MAIL ADDRESS SEARCH (returns all records with the entered mailing address)
- ASSESSOR PARCEL NUMBER SEARCH
- INTERSECTION SEARCH
- ENTER GEOGRAPHY - zip, city, county, state - anywhere, nationwide



Contact your  
Cypress Title  
Account Executive  
for your  
**FREE** Account  
TODAY!



A close-up photograph of a person's hands typing on a laptop keyboard. The person has manicured nails with a white tip. In the background, a smartphone is held in the other hand, slightly out of focus. The overall scene is dimly lit, suggesting an indoor office or home setting.

## **ADDITIONAL SEARCH CAPABILITIES**

- Target Prospects by Age, Income, Marital Status & more
- Mortgage & Loan Details
- Includes Owner Phone Numbers



Exclusive Access to Premium Information\*

## ENHANCED SEARCH PARAMETERS, PLUS PHONE NUMBERS!

Turn up the dial on your ability to target homeowners, buyers, sellers, renters, and investors based on specific parameters, increasing the likelihood of converting your prospects into clients!



### Demographics\*

- Age
- Gender
- Length of Residence
- Marital Status
- Ethnicity
- Income
- Occupation

### Mortgage and Loan-to-Value\*

- Purchase or Non-Purchase Amount
- Recording Date
- Finance Type (Fixed, Variable, etc.)
- Interest Rate
- Type (FHA, Conventional, etc.)
- Lender Name
- Term
- Current Market LTV
- Time of Purchase LTV
- Equity %
- Equity Value
- Concurrency

### Adjustable Rate Mortgage and Rate Rider\*

- ARM Reset Date
- Index
- Change Frequency
- Margin
- Prepay Penalty
- Interest Only

### No Loan (Implied) – Cash Buyers/Paid\*

\*Premium Information is provided by a separate vendor for a per-record fee.





## GO MOBILE

- Create your Walking Farm<sup>®</sup> using search parameters or draw it on a map
- Property details at a glance
- Quickly send property profile reports

# PROPERTY DATA ON THE GO

Gain access to valuable property information that you need in real time from your mobile device!



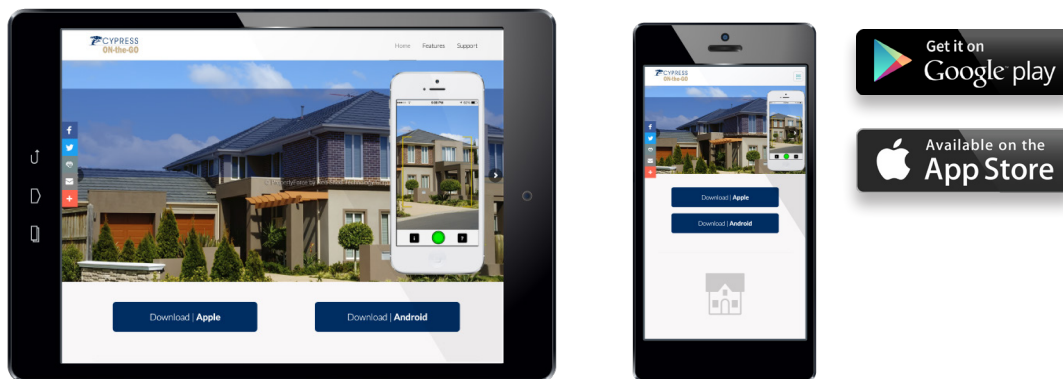
**ON-the-GO** is the app that works like your very own personal assistant.

- Walking Farms
- Property Profiles
- Recent Sales and Comparable Sales
- CameraView Property Locator

**Quickly access property data on the spot!**

- Locate a property of interest
- Generate, view, send, and save property profile reports
- Access recorded documents
- Contact your title sales representative
- Find property details using the in-app CameraView
- Create a walkable prospecting route
- View highlighted changes to your saved Farms

...all from your mobile device!



Cypress ON-the-GO works in conjunction with CypressPro 24/7. Once you have your free account, just download the Data ON-the-GO App from your app store.



# FARMING AREAS WITH REAL-TIME MARKET EDGE ANALYTICS

Designed for the real estate industry, Live Farm Pro is your cutting-edge mobile and desktop based property retrieval system that makes it easier than ever to win new business.

## Features:

- Property Profiles
- Online Marketing
- Walking Farms
- Turnover Rates
- Find Likely Movers
- And more!



## UPGRADE TODAY AND START ACCESSING MORE DATA

Contact your title sales representative to receive your FREE access code and for upgrade pricing.

BASIC	ADVANCED	PRO
<ul style="list-style-type: none"><li>• Property Profiles with Merger Letters</li><li>• Any farm you have loaded in the system will match NOD, NTS and phone records twice a month and let you know if any default records are in your farm</li><li>• Request up to 500 NOD and NTS records /month</li></ul>	<ul style="list-style-type: none"><li>• Everything included in the Basic Package</li></ul> <p>+</p> <ul style="list-style-type: none"><li>• Life Event Updates</li><li>• Receive up to 500 each month: phone numbers, email addresses, marriage, birth, death and divorce data</li><li>• Access to emails in a fully automated marketing system<ul style="list-style-type: none"><li>– Send 20,000 emails/month</li><li>– Receive up to 5,000 licensed emails/month</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Everything included in the Basic and Advanced Packages</li></ul> <p>+</p> <ul style="list-style-type: none"><li>• Receive notifications when listings become active in your farm</li><li>• 10 farms with 5,000 properties or less (50k total) will have Estimated Equity, LTV, AVM and loan amount due</li><li>• Life Style &amp; Interest Data<ul style="list-style-type: none"><li>– 10 farms up to 5,000 filterable records</li></ul></li><li>• Excludes listed properties and known Realtor home addresses from output</li><li>• Includes 5 credits a month (use or loose) to be used on Pricing Confidence reports or Probate</li><li>• Activates WhatsAHomeWorth.com interface and mailing codes for consumer property lookups</li></ul>



Download on the app store or access at [Cypress.LiveFarmPro.com](https://Cypress.LiveFarmPro.com).



- A Wealth of Resources Online for Your Convenience
- Order Property Profiles
- Download Informational Flyers and Brochures



# DIGITAL EDUCATIONAL RESOURCES @ CYPRESSTITLECO.COM

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Visit [CypressTitleCo.com](http://CypressTitleCo.com) to access tools such as calculators, resources, and informational materials relating to title insurance and hot topics.



Access our Property Profiles link directly from the regional home page or at [CypressPRO247.com](http://CypressPRO247.com). Contact your Cypress Title Account Executive for your free account.



Access helpful videos, flyers, brochures, and real estate forms through the "Tools and Resources" button on the home page and secondary menu. Once in "Tools and Resources," click on the "Marketing Resources" link.



## **STAY IN-THE-KNOW**

- Access TitleTrack® eNewsletter and Share Content on Social Media
- Learn About Wire Fraud Prevention
- Explore Helpful Industry Mobile Apps



(Continued)

# DIGITAL EDUCATIONAL RESOURCES @ CYPRESSTITLECO.COM

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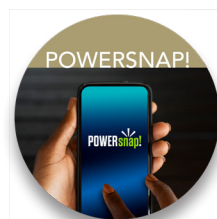
Read and share informational articles on special topics in the title insurance industry, as well as topical quick reads. From the “Tools and Resources” page, click on “Useful Information,” then click on the “TitleTrack” button. Sign up for the TitleTrack eNewsletter, delivered bi-monthly to your inbox.

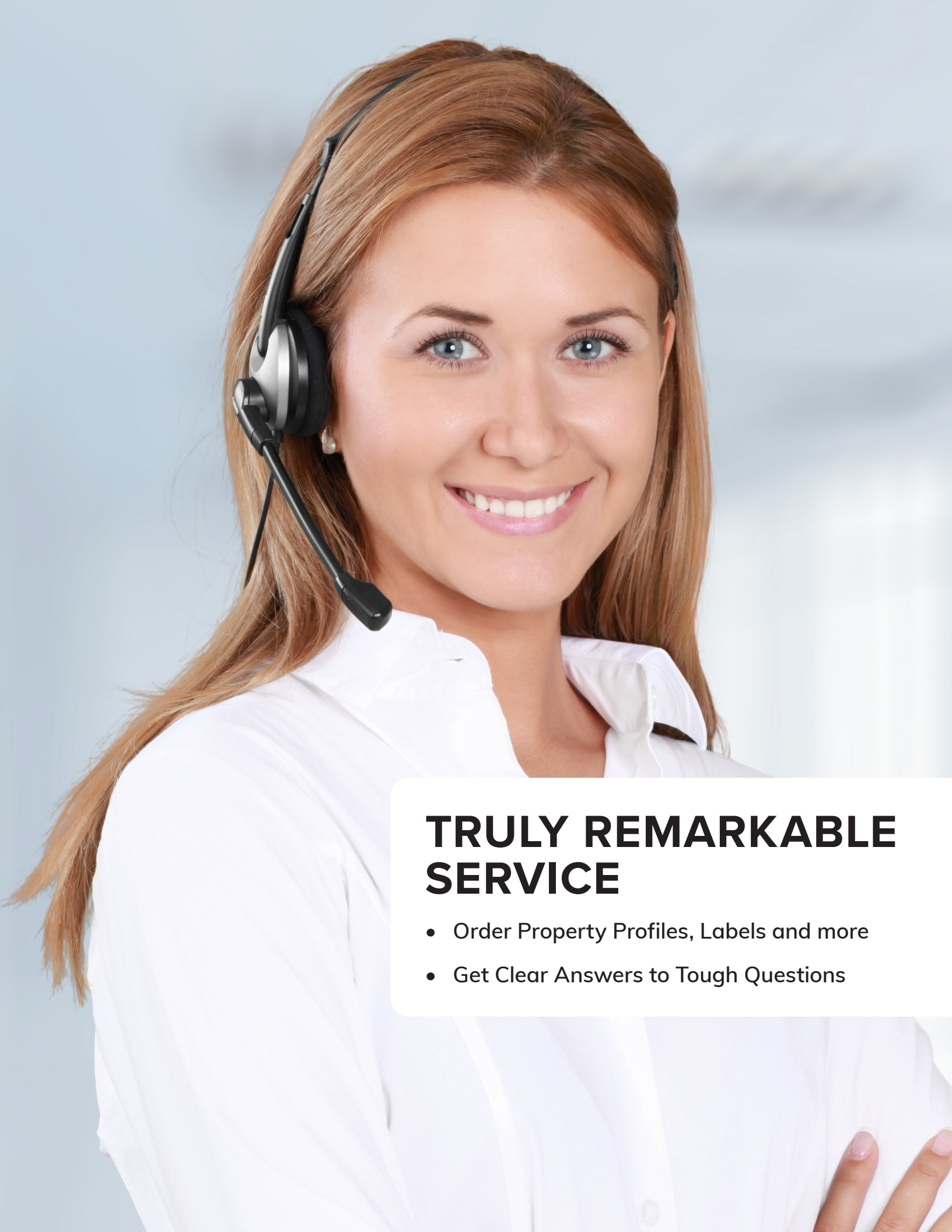


Explore hot topics, such as wire fraud prevention. This is a must-read for all real estate agents, buyers, and sellers.



Our “Useful Apps” link puts you in touch with some of today’s most powerful mobile apps, geared toward real estate professionals and consumers. Learn more about our PowerSnap! and ON-the-GO apps.





## **TRULY REMARKABLE SERVICE**

- Order Property Profiles, Labels and more
- Get Clear Answers to Tough Questions



**CUSTOMER SERVICE**  
**with a Smile, via Web, Email or Phone!**

We're Here to Help!



**Open Monday - Friday**  
**8am - 5:30pm (Pacific)**

Rely on us to keep your transactions moving smoothly! Our outstanding customer service representatives are standing by to help you with your questions and transaction needs.

**[CypressTitleCo.com](http://CypressTitleCo.com)**



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