

Real Time Decisions – Inbound Identity

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Table of Contents

Table of Contents

Verisk Marketing Solutions Overview	3
Real-Time Decisions Inbound Identity Overview	3
Inputs	4
Outputs:	5
Identity Scoring:	5
Demographic Attributes:	6
Property Attributes:	10
Census Attributes:	23
Auto Affinity Attributes:	24
Auto Attributes:	25
Identity Completion:	26
Add-on packages for Attribute Enrichment	28
Geo Credit Attributes:	28
InMarket Attributes:	29
Connex Clusters:	32
How do I test my API Integration?	32
Appendix A: JSON API Example	33
Appendix B: API Response Codes	41

For Additional Detail



Verisk Marketing Solutions Overview

Verisk Marketing Solutions is a consumer data and insights unit of Verisk that specializes in helping marketers and the platforms and providers they work with continuously maintain a real-time view of their consumers' profiles and behaviors as they change over time. We power personalized interactions to engage them with the right message, at the right time.

Verisk Marketing Solutions brings together the unique behavioral data assets from Jornaya with the proprietary identity graph from Infutor to provide marketers with comprehenseive and actionable identity data for every consumer and household in the US, alongside the earliest indicators of their in-market shopping behavior. This one-of-a-kind view is maintained with the highest standards for data security and consumer privacy, preferences, and permissions.

Our solutions ensure marketers have the most complete picture of a consumer's identity, attributes, permissions, and in-market behaviors—helping to remove the guesswork around who, what, and when to reach out.

Customers who engage with us experience:

- Lead generation program ROI improvement
- Better customer acquisition & retention outcomes
- Real-time in-market insights (from 55k comparison shopping sites)
- Intelligence to inform cross-sell opportunities
- Improved reputation and financial risk management

Real-Time Decisions Inbound Identity Overview

Our Real-Time Decisions product line focuses on situations where marketers need to make real-time decisions about how to interact with a consumer. We offer API's to access, in real-time, configured data packages that our customers can use to make better informed consumer engagement decisions.

You often have a short period of time to decide how to best interact with a consumer. Get the right data in real-time to optimize inbound interactions for these situations.

Real-Time Decisions | Inbound Identity

- With inbound leads, marketers often lack information on the consumer aside from an inbound phone number. We help you obtain the complete identity of the consumer in real-time.
- Confirm and supplement consumer provided data
- Enrich your insights on each consumer with additional attributes, so you know how best to personalize engagements with them.

For Additional Detail



Inputs

The Real Time Decisions API for Inbound Identity with ID MAX Plus accepts the following inputs.

Input Field Description

FullName	Full individual Name	Required*
FName	First name, 15 characters max	Required*
LName	Last name, 20 characters max	Required*
Address1	Address line 1, 64 characters max	Required*
Address2	Address line 2, 64 characters max	Optional
City	City name, 28 characters max. * Either City/State or Zip is required	Required*
State	2 character state abbreviation. * Either City/State or Zip is required	Required*
Zip	5 digit numeric USPS zip code. * Either City/State or Zip is required	Required*
Phone1	10 digit numeric phone number (without spaces, dashes, or parentheses)	Required*
Phone2	10 digit numeric 2nd phone number (without spaces, dashes, or parentheses)	Required*
Email	Email address, 100 characters max	Required*

For Identity append/completion & additional contact information, At a minimum, one of the following input combinations is required for processing:

- Phone1
- Phone2
- Email
- FName + LName
- FullName
- Address1 + Zip
- Address1 + City + State

For Additional Detail



Outputs:

Identity Scoring:

Output Field	Description	Return Values
ValidAddress	The postal address is a valid USPS address	Score 0-100
ValidPhone	The phone is a valid 10 digit telephone number based on the North American Numbering Plan (NANP)	Score 0-100
ValidPhone2	The 2nd phone is a valid 10 digit telephone number based on the North American Numbering Plan (NANP)	Score 0-100
ValidEmail	The email is a valid email address format	Score 0-100
ValidName	The individual's first and last names appear to be valid names and do not contain vulgar words or expressions	Score 0-100
NameToPhone	The name links to the phone	Score 0-100
NameToEmail	The name links to the email	Score 0-100
NameToAddress	The name links to the postal address	Score 0-100
	The deceased field is used to determine whether an identity is living or deceased.	0 100 DI I
Deceased	A score of 100 indicates the individual is living and a score of 0 represents the individual is deceased. If the field is Blank, it means Unknown	0 or 100 or Blank
Phone Type	Phone type for the Phone. L- Landline, V- VoIP, W- Wireless, O- Other	L, V, W, O
PhoneConfidenceScore	Score of 0 - 100 that reflects the confidence that a given phone is active and hasn't been reassigned, based on activity and velocity indicators	Score 0-100
Phone2ConfidenceScore	Score of 0 - 100 that reflects the confidence that a given phone is active and hasn't been reassigned, based on activity and velocity indicators	Score 0-100
AddressConfidenceScore	Score of 0 - 100 that reflects the confidence, accuracy, and deliverability for the input postal address	Score 0-100
AddressToPhone	The postal address links to the phone	Score 0-100
AddressToEmail	The postal address links to the email	Score 0-100
PhoneToEmail	The phone links to the email	Score 0-100
Phone2ToEmail	The 2nd phone links to the email	Score 0-100
NameToPhone2	The name links to the 2nd phone	Score 0-100
AddressToPhone2	The postal address links to the 2nd Phone	Score 0-100





ValidCount	A count of the number of Validation Components that returned a positive verification	Decimal value, 0-5
LinkageCount	A count of the number of Linkage Components that returned a positive verification	Decimal value, 0-9
RiskFlagCount	A count of the number of Risk Flag Components that returned a positive verification	Decimal value, 0-2
ValidationSummary	A summary of the Validation Components results	Pass, Fail, or Inconclusive
LinkageSummary	A summary of the Linkage Components results	Pass, Fail, or Inconclusive
RiskFlagSummary	A summary of the Risk Flag Components results	Pass, Fail, or Inconclusive
IDVerifyScore	The IDScore is an overall score to reflect the quality of an ID verification.	Score 0-100
ValidZip	The zip is a valid zip5 format	Score 0-100
ZipToPhone	The zip5 links to the phone	Score 0-100

Demographic Attributes:

Output Field	Description	Return Values
matchLevel	Indicates level of identity match to the VMS Graph: 1 – indicates a match at the individual level 2 – indicates a match at the household level 3 – indicates a lower level match 4 – Indicates a match where multiple markers were provided (e.g., phone, email, or address), including the name, but the name was a mismatch 5 – indicates a match to an identity that does not have demographics available – gender, age, and dob are the only fields that may contain values 6 – indicates that no match was made our identity graph but a gender could be inferred based on analysis of the name present on input	1-6
Gender	M=male F=Female blank or U=unknown	M, F, or U
Age	Age data is applied at the individual level and is compiled from a variety of sources that may include public data, buying activities, and self-reported information. This is a calculation of age based on the individual's Year of Birth. The calculation is current year less the YOB.	0 - 99
AGE_RANGE_ESTIMATE	Adult Estimated Age Range is calculated from date of birth data. Age data is applied at the individual level and is compiled from a variety of sources that may include public data, buying activities, and self-reported information. This is a calculation of age based on the individual's year of birth. The calculation is current year minus the YOB, which is then used to assign the record to an appropriate age range.	A-G



	Estimated Age Range A - Estimated Age 18-24 B - Estimated Age 25-34 C - Estimated Age 35-44 D - Estimated Age 45-54 E - Estimated Age 55-64 F - Estimated Age 65-74 G - Estimated Age 75+	
	Adult Inferred Age Range uses known age of adults within the same ZIP+4 to assign an age range. The originating known age data is compiled from a variety of sources that may include public data, buying activities data, and self-reported information. A value is only assigned for this field if a record for the AGE_RANGE_ESTIMATED field is not available.	
AGE_RANGE_INFERRED	Inferred Age Range. A - Inferred Age 18-24 B - Inferred Age 25-34 C - Inferred Age 35-44 D - Inferred Age 45-54 E - Inferred Age 55-64 F - Inferred Age 65-74 G - Inferred Age 75+	A-G
	Adult Combined Age Range assigns an age range value to all records, using the applicable value from either AGE_RANGE_ESTIMATED and AGE_RANGE_INFERRED fields. Combined (Estimated + Inferred)	
AGE_RANGE_COMBINED	Age Range Combined A - Combined Age 18-24 B - Combined Age 25-34 C - Combined Age 35-44 D - Combined Age 45-54 E - Combined Age 55-64 F - Combined Age 65-74 G - Combined Age 75+	A-G
LOR	Length of Residence in years, 2 digits	00 - 99
Homeowenercd	H=Homeowner R=Renter A = Inferred Homeowner B = Inferred Renter	H, R, A or B
ЕНІ	Estimated household income, 1 character: A- Less than \$20,000 B - \$20,000-\$29,999 C - \$30,000-\$39,999 D - \$40,000-\$49,999 E - \$50,000-\$74,999 F - \$75,000-\$99,999 G - \$100,000-\$124,999 H - \$125,000-\$149,999 I - \$150,000-\$174,999 J - \$175,000-\$199,999 K - \$200,000-\$249,999 L - \$250,000+	A-L
EHI_V2	Estimated household income level is a model that takes into consideration 80+ model predicators across a diverse set of info including demographics, transactional & behavioral data, property ownership and mortgages, vehicle ownership and geodemographics. The data originates from a range of deterministic and probabilistic data sources such as county assessor records, self-reported information (e.g. surveys), Census demographics, and many more. EHI_V2 field replaces EHI	A - M
	Estimated Household Income: A - Less than \$20,000 B - \$20,000-\$29,999	





	C - \$30,000-\$39,999 D - \$40,000-\$49,999 E - \$50,000-\$59,999 F - \$60,000-\$74,999 G - \$75,000-\$99,999 H - \$100,000-\$124,999 I - \$125,000-\$149,999 J - \$150,000-\$199,999 K - \$200,000-\$249,999 L - \$250,000-\$499,999 M - \$500,000+	
Marriedcd	M=Married S=Single A=Inferred Married B=Inferred Single	M, S, A, or B
WealthScr	Model based on income, homeownership, and other assets owned: A = Estimated Net less than \$5,000 B = Estimated Net \$5,000 - \$19,999 C = Estimated Net \$250,000 - \$49,999 H = Estimated Net \$250,000	A - H
	The net worth selection is a model which predicts household net worth. It takes into consideration 60+ model predictors across a diverse set of info including demographics, transactional & behavioral data, property ownership and mortgages, vehicle ownership and geo-demographics. The data originates from a range of deterministic and probabilistic data sources such as county assessor records, selfreported information (e.g. surveys), Census demographics, and many more. WEALTHSCR_V2 field, released in March 2024, replacing WEALTHSCR.	
WealthScr_v2	A - \$0 OR LESS B - \$1 - \$24,999 C - \$25,000 - \$49,999 D - \$50,000 - \$74,999 E - \$75,000 - \$99,999 F - \$100,000 - \$149,999 G - \$150,000 - \$249,999 H - \$250,000 - \$374,999 I - \$375,000 - \$499,999 J - \$500,000 - \$749,999 K - \$750,000 - \$749,999 L - \$1,000,000+	A - L
Child	Presence of Children. Y= children present	Y or Blank
ChildNbrCd	Number of Children. A=No children B=less than 3 C= 3-5 children	A - C
IN_MARKET_NEW_SCORE	Score that predicts the likelihood that a consumer is likely to purchase a new vehicle (for machine learning algorithms), Numeric values 1-100. 1 = highest propensity, 100 = lowest propensity.	1-100
IN_MARKET_NEW_SEGMENTS	Predicts the likelihood that a consumer is likely to purchase a new vehicle and is segment-based. 1 = Very Low 2 = Low 3 = Medium 4 = High 5 = Very High (5x) These segments are derived from the IN_MARKET_NEW_SCORE values, where 1 = scores ranged 80-100 2 = scores ranged 80-100 3 = scores ranged 41-60 4 = scores ranged 21-40 5 = scores ranged 1-20	1-5
IN_MARKET_USED_SCORE	Score that predicts the likelihood that a consumer is likely to purchase a used vehicle. Numeric values 1-100 (for machine learning algorithms). 1 = highest propensity, 100 = lowest propensity.	1-100
IN_MARKET_USED_SEGMENTS	Predicts the likelihood that a consumer is likely to purchase a used vehicle and is segment-based. 1 = Very Low 2 = Low 3 = Medium 4 = High	1-100

MARKETING SOLUTIONS

Technical Documentation

For Additional Detail



5 = Very High (3x)

These segments are derived from the IN_MARKET_USED_SCORE values, where
1 = scores ranged 80-100
2 = scores ranged 61-80

3= scores ranged 41-60 4= scores ranged 21-40 5= scores ranged 1-20

For Additional Detail



Property Attributes:

Output Field	Description	Return Values				
PROP_IND	Property type indica 10 - Single Family Reside 11 - Condominium (resid 20 - Commercial 21 - Duplex, Triplex, Quac 22 - Apartment 23 - Hotel, Motel 24 - Commercial (condor 25 - Retail 26 - Services (general pu 27 - Office Building 28 - Warehouse 29 - Financial Institution	nn				
PROP_MOBHOME	Mobile Home is pres	ent on the parcel				Y or blank
PROP_YRBLD	The construction year	ar of the original building. (e.	.g., YYYY)			YYYY
PROP_ROOFCOVER	0 -NONE 2 - ASPHALT SHINGLE 3 - BUILT UP 4 - ALUMINUM 5 - CUSTOM 10 - ASBESTOS 11 - ASBESTOS SHINGLE 13 - COMPOSITION 14 - COMPOSITION ROLL 15 - COMPOSITION SHINGLE 16 - CONCRETE 17 - COPPER 18 - COPPER/SHINGLE 19 - GALVANIZED SHEET METAL 20 - GYPSUM 21 - METAL SHEETING 22 - ROLL 23 - SHINGLE 24 - SLATE/SLAG 25 - TAR & GRAVEL 26 - TAR PAPER 27 - TILE	28 - WOOD 29 - WOOD SHAKE 30 - WOOD SHAKE/SHINGLE 101 - ALUMINUM/SHINGLE 104 - ASBESTOS/WOOD 105 - ASBESTOS/WOOD/SHINGLE 106 - ASPHALT 107 - ASPHALT ROLL 109 - ASPHALT TILE 110 - ASPHALT/COMPOSITION 111 - ASPHALT/COMPOSITION SHINGLE 113 - BUILT UP COMPOSITION 114 - BUILT UP GYPSUM 115 - BUILT UP ROCK 117 - BUILT UP ROCK 117 - BUILT UP WOOD 119 - BUILT UP WOOD 119 - BUILT UP METAL/GYPSUM 120 - CEDAR SHAKE 121 - CEMENT/ILE 122 - CEMENT/COMPOSITION 123 - CERAMIC/GLAZED TILE 124 - CLAY TILE 125 - CLAY TILE 125 - CLAY TILE	WOOD SHAKE WOOD SHAKE/SHINGLE -ALUMINUM/SHINGLE -ASBESTOS/WOOD - SESTOS/WOOD/SHINGLE -ASPHALT -ASPHALT ROLL -ASPHALT TILE -ASPHALT TILE -ASPHALT/COMPOSITION -BUILT UP COMPOSITION -BUILT UP GYPSUM -BUILT UP GYPSUM -BUILT UP AR & GRAVEL -BUILT UP TAR & GRAVEL -BUILT UP COMPOSITION -BUILT-UP -BUILT-UP -BUILT-UP -BUILT-UP -CEDAR SHAKE -CEMENT/COMPOSITION -BUILT-UP -CEDAR SHAKE -CEMENT/COMPOSITION -BUILT-UP -CERAMIC/GLAZED TILE -CLAY TILE -CLAY TILE -CLAY TILE -CLAY TILE -CLAY TILE -CLAY TILE -SETOS/WOOD -SHINGLE/METAL -132 - COMPOSITION -133 - COMPOSITION -140 - CORRUGATED -160 - METAL/TIN -162 - PLASTIC/URETHANE -162 - PLASTIC/URETHANE -163 - PRECAST CONCRETE -164 - PREFINISHED METAL -165 - REINFORCED -163 - PRECAST CONCRETE -164 - PREFINISHED METAL -165 - PROLY -165 - PROLY -165 - PROLY -167 - PROCK & GRAVEL -177 - STAKE -177 - ST		nnn	
PROP_ROOFTYPE	999- BYPASS 9A0- IRREGULAR 9B0- LEAN TO A- A-FRAME B- BARN C- CANOPY D- DORMER E- FRAME F- FLAT G- GABLE	H- GABLE/HIP I- HIP J- GEODESIC K- MANSARD L- BARREL M- MONITOR N- CONTEMPORARY O- SHED P- PITCHED Q- PYRAMID	I- HIP			nnn (3 characters)
PROP_POOL	Populated with a "Y"	if a Pool is present on the pa	arcel.			Y or blank

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Technical Documentation





	Mortgage Type					
PROP_MTGLOANCD	WRP - WRAP-AROUND MORTGAGE VA - Veterans Affairs FHA - Federal Housing Administration CNV - CONVENTIONAL	nnn				
HEQUITY_EST	Estimate of Homeowner	Equity in the Prope	erty in Dollars	6 Characters		
AVM_ESTIMATE	Estimate of Property Val	ue in Dollars		7 Characters		
PROP_MTGTERM	The length of time of the	e mortgage in years		Integer (years)		
PROP_MTGDUEDATE	Date mortgage becomes	YYYYMMDD				
PROP_MTGINTRATE	Mortgage Rate Type			nnn		
TYPE	TYPE FIX - Fixed VAR - Variable ADJ - Adjustable BAL - Balloon					
PROP_MTGINTRATE	Mortgage Interest Rate			String value		
HEQUITY_CONF	Home Equity Estimate Co	1 Character: 1 - 4				
HEQUITY_CONF	1 - High confidence Home Equ 2 - Medium confidence Home I		3 - Medium-Low confidence Home Equity predictions 4 - Low confidence Home Equity predictions	i Gildiacter. 1 - 4		
AVM_ESTIMATE_ER ROR	Estimate Error in Dollars	7 Characters				
AVM_ESTIMATE_PC T_ERROR	Estimate Error as a perce available)	4 Characters				
	Absentee owner indicator code					
PROP_OWNEROCC	A- Absentee(Mail And Situs Not Equal) M- Situs Address Taken From Mail O- Owner Occupied S- Situs From Sale (Occupied) T- Situs From Sale (Absentee)			A,M,O,S,T or blank		





PROP_STYLE	999 - BYPASS ADC - ART DECO AFR - FRAME AIR - AIRLITE ANT - ANTIQUE/HISTORIC BIL - BI-LEVEL BUN - BUNGALOW CAB - CABIN CAP - CAPE COD CEN - CENTER HALL CHL - CHALET/ALPINE CLU - CLUSTER CND - CONDOMINIUM CNT - CONTEMPORARY COA - COACH/CARRIAGE HOUSE COL - COLONIAL COV - CONVENTIONAL COV - CONVENTIONAL COV - CONVERTED SCHOOL CTB - COTTAGE/BUNGALOW DES - CUSTOM/DESIGNER/ESTATE DOM - DOME DUP - DUPLEX EUR - EUROPEAN FAR- FARM HOUSE FED - FEDERALIST FRE - FRENCH PROVINCIAL		GAM - GAMBREL/BARN GEO - GEODESIC GOT - GOTHIC GRA - GARAGE APARTMENT GRE - GREEK REVIVAL GRG - GEORGIAN GRS - GARRISON/FRONTIER HRI - HIGH RISE HSH - H-SHAPE LOG - LOG LOG LOG - LOW RISE LSH - L-SHAPE MAN - MANSION MDR - MODULAR/PREFAB MED - MEDITERRANEAN MIS - MISSION MLF - MULTI-FAMILY MLL - MULTI-FAMILY MLL - MULTI-LEVEL MOB - MOBILE HOME MOD - MODERN MRI - MID RISE NEN - NEW ENGLAND OLD - OLD OLE - OLD ENGLISH PAT - PATIO-HOME		QLV - QUAD-LEVEL QUA - QUADRAPLEX RAM - RAMBLER RAN - RAMBLER RAN - RANCH REC - RECTANGULAR DESIGN ROW - ROW HOUSE RRA - RAISED RANCH SLT - SALT BOX SPA - SPANISH SPF - SPLIT FOYER SPL - SPLIT LEVEL SQU - SQUARE DESIGN STR - STRAIGHT THROUGH SWN - SOUTHWESTERN TLV - TRI-LEVEL TPX - TRIPLEX TRA - TRADITIONAL TRN - TRINITY TUD - TUDOR TWN - TOWNHOUSE UND - UNDERGROUND/BERM USH - U-SHAPE VIC - VICTORIAN WIL - WILLIAMSBURG WSH - W-SHAPE	nnn
PROP_STORIESCD	0 - NONE 5 - 1/2 7 - 3/4 10 - 1 12 - 1 1/4 15 - 1 1/2 17 - 1 3/4 20 - 2 22 - 2 1/4 25 - 2 1/2 27 - 2 3/4 30 - 3 32 - 3 1/4 35 - 3 1/2 37 - 3 3/4 40 - 4 45 - 4 1/2 50 - 5 55 - 5 1/2 60 - 6 70 - 7 80 - 8 90 - 9 100 - 10 110 - 11 120 - 12 130 - 13 140 - 14 150 - 15 160 - 16 170 - 17 180 - 18 190 - 19 200 - 20 210 - 21 220 - 22	230 - 23 240 - 24 250 - 25 260 - 26 270 - 27 280 - 28 290 - 29 300 - 30 310 - 31 320 - 32 330 - 33 340 - 34 350 - 35360 - 36 370 - 37 380 - 38 390 - 39 400 - 40 410 - 41 420 - 42 430 - 43 440 - 44 450 - 45 460 - 46 470 - 47 480 - 48 490 - 49 500 - 50 510 - 51 520 - 52 530 - 53 540 - 54 550 - 55 560 - 56 570 - 57 580 - 58 590 - 59	600 - 60 610 - 61 620 - 62 630 - 63 640 - 64 650 - 65 660 - 66 670 - 67 680 - 68 690 - 69 700 - 70 710 - 71 720 - 72 730 - 73 740 - 74 750 - 75 760 - 76 770 - 77 780 - 78 790 - 79 800 - 80 810 - 81 820 - 82 830 - 83 840 - 84 850 - 85 860 - 86 870 - 87 880 - 89 900 - 90 910 - 91 920 - 92 930 - 93 940 - 94 950 - 95	960 - 96 970 - 97 980 - 98 990 - 99 999 - 89 PASS 00A - 100 00E - 200 00I - 300 00M - BI-LEVEL 00N - MULTI-LEVEL 00P - SPLIT 2 LEVEL 00Q - SPLIT 3 LEVEL 00S - SPLIT 4 LEVEL 00S - SPLIT 6 LEVEL 00U - SPLIT 6 LEVEL 00U - SPLIT FOYER 00V - SPLIT EVEL 00W - TRI-LEVEL 02S - 2 PLUS 03S - 3 PLUS 03S - 3 PLUS 04S - 4 PLUS 05S - 5 PLUS 06S - 6 PLUS 50A - 150 50E - 250 X10 - 1 STRY W/BSMT X15 - 1 1/2 STRY W/BSMT X30 - 3 STRY W/BSMT X30 - 3 STRY W/BSMT X35 - 3 1/2 STRY W/BSMT X35 - 3 1/2 STRY W/BSMT X35 - 5 STRY W/BSMT X45 - 4 1/2 STRY W/BSMT X45 - 4 1/2 STRY W/BSMT X55 - 5 T/2 STRY W/BSMT		nnn
PROP_QLTY	QAV - AVERAGE QBA - BELOW AVERA QVV - ABOVE AVERA QPO - POOR QEX - EXCELLENT QLU - LUXURY 999 - BYPASS QGO - GOOD QLO - LOW QFA - FAIR QEC - ECONOMICAL	nnn				

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Technical Documentation



PROP_COND	0 - NONE 999 - BYPASS AVE - AVERAGE DMG - PHYSICAL DAMAGE EXC - EXCELLENT FAI - FAIR GOO - GOOD GTE - GOOD TO EXCELLENT POO - POOR UCN - UNDER CONSTRUCTION UNS - UNSOUND VGO - VERY GOOD						nnn
PROP_CNSTRTYPE	ADB - ADOBE AFR - A FRAME ALF - ALUMINUM FRAME ALS - ALUMINUM SIDING ALV - ALUMINUM/VINYL AOD - ARCHED/DOME BCB - BRICK/CINDER BLOCK BLB - BLOCK/BRICK BLM - BLOCK/METAL BLS - BLOCK/STEEL BRC - BRICK/CONCRETE BRF - BRICK/FRAME BRK - BRICK/EBL BRK - BRICK/STEEL BRC - BRICK/STEEL BRC - BRICK/STEEL BRF - BRICK/STEEL BRF - BRICK/STEEL BRC - BRICK/STEEL BRM - BRICK/STEEL BRM - BRICK/STEEL BRM - BRICK/STEEL BRM - BRICK/STONE CGB - CONCRETE BLOCK CCM - CONCRETE BLOCK MATU- CCS - CONCRETE STEEL PFR - I		COM - C CRE - C CUS - C DOM - I FLX - FI FRM - F FRS - FI GLA - G HEA - H LIG - LI LOG - L MAN - I MAS - N MTU - N PFR - P	COM- COMBINATION CRE - CONCRETE CUS - CUSTOM DOM - DOME FLX - FLEXIBLE/FLEXICORE FRAME FRAME FRS - FRAME/STEEL FRY - FRAME/STUCCO GLA - GLASS HEA - HEAVY LIG - LIGHT LOG - LOG MAN - MANUFACTURED/MODULAR MAS - MASONRY MET - METAL MTU - MASONRY TILT-UP PEP - POLI E FRAME WSN -		STEEL/STUCCO STUCCO STUCCO STONE VENEER - STEEL/WOOD - TILT-UP BRICK/METAL TILT-UP TILT-UP CONCRETE - WOOD/BRICK - WOOD FRAME/CONCRETE	nnn
PROP_EXTNW	999- CWL	999 - BYPASS ABL - ALUMINUM/BLOCK ABP - ASBESTOS/BLOCK/PLYWO ABR - ASBESTOS/BRICK ABV - ASBESTOS/BRICK VENEER/ ABW - ASBESTOS/BRICK VENEER/ ABW - ASBESTOS/BRICK VENEER/ ABW - ASBESTOS/BLOCK/WOOD ADO - ADOBE BLOCK AFW - ASPHALT/FIBERGLASS/WO FRAME ALB - ALUMINUM/BRICK ALF - FRAME/ALUMINUM ALM - ALUMINUM/MASONITE ALN - ALUMINUM/MSTONE ALS - ALUMINUM/STONE ALS - ALUMINUM/STONE ALV - ALUMINUM/STONE ALV - ALUMINUM/STONE ALS - ALUMINUM/STONE AS - ALUMINUM/METAL AMS - ALUMINUM/METAL AMS - ALUMINUM/METAL AMS - ALUMINUM/STONE ASF - ASBESTOS ASC - ASBESTOS ASC - ASBESTOS/CONCRETE ASD - ASPHALT SIDING ASF - ASBESTOS SHINGLE ASI - ASBESTOS SHINGLE ASI - ASBESTOS SHINGLE ASI - ASBESTOS/BLOCK ASM - ASBESTOS/BLOCK ASM - ASBESTOS/BLOCK ASM - ASBESTOS/STONE ASO - ALUMINUM/STUCCO ASP - ASBESTOS/STONE ASO - ALUMINUM/STUCCO ASP - ASBESTOS/STONE ASO - ALUMINUM/STUCCO ASP - ASBESTOS/STONE ASO - ALUMINUM/STUCCO BSP - ASBESTOS/STONE BS - BRICK/CONCRETE BLOCK BBM - BOARD & BATTEN BBD - BLACK-BOARD BBS - BRICK/FRAME/STONE BFS - BRICK/FRAME/STONE BFS - BRICK/FRAME/STONE BFS - BRICK/FRAME/STONE BFT - BRICK/FRAME/STUCCO BFV - BRICK/	TUCCO	BLS - BLOCK/STONE BLT - BLOCK/METAL BLW - BLOCK/MODD BMG - BRICK/METAL & GLAS PANEL BMM - BRICK/MASONITE BMN - BRICK/MASONRY/STO BMS - BLOCK/MASONRY/STO BMS - BLOCK/MASONRY/STO BMS - BLOCK/MASONRY/STO BMS - BRICK/METAL/VENEEI BOP - BOARD ON POST BRC - BRICK/CONCRETE BRI - BRICK BRM - BRICK/MASONRY BRO - BRICK/STUCCO BRP - BRICK/FERMASTONE BRS - BRICK/STONE BRV - BRICK/STONE BRV - BRICK/STONE BRV - BRICK/STONE BRV - BRICK/STONE BRY - BRICK/STONE BRY - BRICK/STONE BRY - BRICK/STONE/WOOD BSD - BRICK/STONE/WOOD BSD - BRICK/STONE/WOOD BSD - BRICK/STONE/WOOD BST - BLOCK/STONE/WOOD BST - BLOCK/STONE/WOOD BST - BLOCK/STONE/WOOD BST - BLOCK/STONE/WOOD BST - BRICK/STONE/WOOD BST - BRICK/WOOD/STONE VENEER BWY - BRICK/BRICK	DNE JCCO R	CBU - CINDER BLOCK/STUCCO CBV - CONCRETE BLOCK/STONE VENEER CBW - CINDER BLOCK/WOOD CBY - CONCRETE BLOCK/MASONRY CCB - CINDER BLOCK CCC - CONCRETE/CINDER BLOCK CDR - CONCRETE/CINDER BLOCK CDR - CONCRETE/CINDER BLOCK CDR - CONCRETE/DRYVIT CFS - CONCRETE/FRAME/STEEL CGP - CONCRETE/GLASS PANELS CHA - TONGUE & GROOVE/CHANNEL CLA - CLAPBOARD CLT - CLAY TILE CMG - CB/METAL/GLASS PANEL CMS - CONCRETE MASONRY CMT - CONCRETE BLOCK CNT - CONCRETE E CMG - CB/METAL CMW - CORRUGATED METAL/WALLBOARD CNB - CONCRETE E COM - COMPOSITION CON - CONCRETE COS - COPPER SIDING CRP - CORRUGATED SIDING CSH - COMPOSITION SHINGLE CSI - COMPOSITION SIDING/STUCCO CST - CONCRETE STUCCO CUS - CUSTOM CWL - PORCELAIN/ENAMEL PANEL	nnn

MARKETING SOLUTIONS

Technical Documentation



PROP_EXTNW (cont'd)	EIF- RBW	EIF - INSULATED FINISH/EIFS FAB - FRAME ALUMINUM/BRICK FAV - FRAME/ALUMINUM/VINYL FBR - FIBERBOARD FCB - FRAME CONCRETE BLOCK/BRICK FCL - FRAME CLAPBOARD FIB - FRAME HARDBOARD FIB - FRAME HARDBOARD FIB - FRAME/MASONRY FMV - FRAME/MASONRY/VENEER FPM - FRAME/PERMASTONE FPP - FRAME/PERMASTONE FPP - FRAME/PERMASTONE FRA - FRAME FRB - FRAME FRG - FRAME/SHINGLE FRG - FRAME/STONE FRV - FRAME/STONE FRV - FRAME/WOOD FSB - FRAME SHINGLE FRV - FRAME/STONE FRY - FRAME/STONE FSP - FRAME/STONE FSP - FRAME/STONE FSS - FRAME/STUD/LATH/STUC/ASB SDG FSM - FRAME/STEEL/METAL FSS - FRAME/STEEL/SIDING FST - FRAME/STEEL PANEL FSS - FRAME/STEEL PANEL FSS - FRAME/STUCCO FSV - FRAME/STONE/VENEER FSW - FRAME/ST	GLA - GLASS GLB - BRICK/GLASS GLL - ALUMINUM/GLASS GLL - ALUMINUM/GLASS GLM - GLASS/METAL GLS - GLASS/STEEL GMA - GLASS/MASONRY GST - GLASS/STONE GUN - GUNITE GWD - GLASS/WOOD HAR - HARDBOARD HAY - HAYDITE HBP - HARDBOARD/PLYWOOD HBV - HARDBOARD/PLYWOOD HBV - HARDBOARD/VINVL HRW - HARDWOOD IMI - SYNTHETIC PANEL/SIDING INC - FIREPROOF/FIRE RETARDANT IRN - IRON POST/CORRUGATED IRON LOG - LOG LPS - LAP SIDING LWS - LOG/WOOD SHINGLE MAR - MARBLE MAS - MASONITE MBS - MARBLE/STONE MEL - METAL/STEEL MET - METAL MIX - MIXTURE MLS - METAL/STUCCO MSC - MASONITE/STUCCO MSC - MASONITE/STUCCO MSC - MASONITE/STUCCO MSC - MASONITE/STONE MST - MASONRY/METAL MSN - MASONRY/METAL MSN - MASONRY/METAL MSN - MASONRY/STONE MST - MASONITE/VINVL MSW - MASONITE/VINVL MSW - MASONITE/VINVL MSW - MASONITE/WOOD MTP - METAL PANEL	MTS - METAL SIDING MVN - MASONRY VENEER MVS - METAL/STONE/VENEER MWD - METAL/WOOD MWF - METAL/WOOD FRAME MYS - MASONRY/STUCCO MYW - MASONRY/STUCCO MYW - MASONRY/WOOD OPE - OPEN END PAB - POST & BOARD PAN - PANEL PCP - PRECAST CONCRETE PANEL PCW - PRECAST CURTAIN WALLS PER - PERMASTONE PFM - PREFAB METAL PFW - PREFAB WOOD PLS - PLASTER PLY - PLYWOOD POR - PORCELAIN/ENAMEL PANEL PRE - PRESSBOARD PRC - PRECAST CONCRETE PRF - PREFAB PRP - PRECAST CONCRETE PRF - PREFAB PRO - PRECAST CONCRETE PRF - PREFAB PRP - PRECAST TEXTURED PANEL PWD - PERMASTONE/WOOD PWF - PLYWOOD/WOOD FRAME PWP - PREFAB WOOD PANEL RBW - BRICK/CONCRETE BLOCK/WOOD	nnn
(cont a)	ROC- XXX	ROC - ROCK/STONE SBR - SIMULATED BRICK, ROCK, STONE SDS - SIDING SHEATHING SEW - STEEL/WOOD SFW - STEEL FRAME/WOOD SGL - SOLAR GLASS SGS - SHINGLE SIDING SGW - SHINGLE/WOOD SHB - SHINGLE/WOOD SHB - SHINGLE/BRICK SHE - SHEATHING SHI - SHINGLE SHI - SHEATHING/STUCCO SHW - SHEATHING/STUCCO SHW - SHEATHING/WOOD SIN - SINGLE SLU - SLUMP SNS - STONE/SIDING SNW - STONE/WOOD SPR - GUNITE/SPRAYCRETE SSC - STONE/STUCCO SSD - STONE/WOOD SIDING SSF - FRAME/STUCCO SHINGLE SSG - STAINLESS STEEL W/BRONZED GLASS SSH - SLATE SSS - SHINGLE SIDING/WOOD FRAME STE - STEEL/STUCCO SSW - SHINGLE SIDING/WOOD FRAME STE - STEEL/STUCCO SST - STEEL/STUCCO ST - STEEL/STUCCO ST - STEEL/PANEL STT - STUCCO/TILE STU - STUCCO/TILE/WOOD	STY - STYROFOAM STUCCO SUV - STUCCO/VINYL SVE - STUCCO/VENEER SVF - STONE VENEER/WOOD FRAME SVL - STONE/VINYL SVW - STONE/VINYL SVW - STONE/VINYL SVW - STUCCO/WOOD SWF - STUCCO/WOOD SWF - STUCCO/WOOD FRAME TAP - TAR PAPER TIL - TILE TLU - TILT-UP/CONCRETE TUU - TILT-UP/CONCRETE TUU - TILT-UP VIN - VINYL VIT - VITROLITE VNW - VINYL/WOOD WAF - WAFERBOARD WAS - WOOD/ALUMINUM/COMPOSIT WDA - WOOD FRAME WDH - WOOD FRAME WDH - WOOD SIDING/SHINGLE WDS - WOOD FRAME/SIDING WFV - WOOD SIDING WFV - WOOD SIDING WFY - WOOD S	FION SHIN BESTOS)	nnn





PROP_EXTNW (cont'd)	ADC - ART DECO AFR - A-FRAME AIR - AIRLITE ANT - ANTIQUE/HI BIL - BI-LEVEL BUN - BUNGALOW CAB - CABIN CAP - CAPE COD CEN - CENTER HAI CHL - CHALET/ALI CLU - CLUSTER CND - CONDOMINI COA - COACH/CAF COL - COLONIAL COV - CONVERTEE CTB - COTTAGE/B DES - CUSTOM/DE DOM - DOME DUP - DUPLEX EUR - EUROPEAN FAR - FARM HOUS FED - FEDERALIST GAM - GAMBREL/I GEO - GEODESIC GOT - GOTHIC GRA - GARAGE AP GRE - GRECK REVI GRG - GEORGIAN GRS - GARRISON/I HRI - HIGH RISE HSH - H-SHAPE LRI - LOW RISE LSH - L-SHAPE MAN - MODULAR/I	LL PINE IUM RRIAGE HOUSE D SCHOOL UNGALOW SIGNER/ESTATE E BARN ARTMENT VAL FRONTIER	MED - MEDITERRANEAN MIS - MISSION MLF - MULTI-FAMILY MLL - MULTI-LEVEL MOB - MOBILE HOME MOD - MODERN MRI - MID RISE NEN - NEW ENGLAND OLD - OLD OLE - OLD ENGLISH PAT - PATIO-HOME QLV - QUAD-LEVEL QUA - QUADRAPLEX RAM - RANGH REC - RECTANGULAR DESIGN ROW - ROW HOUSE RRA - RAISED RANCH SLT - SALT BOX SP - SPANISH SPF - SPLIT LEVEL SQU - SQUARE DESIGN STR - STRAIGHT THROUGH SWN - SOUTHWESTERN TLV - TRI-LEVEL TPX - TRIPLEX TRA - TRADITIONAL TRN - TRINITY TUD - TUDOR TWN - TOWNHOUSE UND - UNDERGROUND/BERM USH - U-SHAPE VIC - VICTORIAN WIL - WISHAPE	nnn
PROP_VALCALC	The "total" (i.e., land + improvement) value closet to current market value used for assessment by county or local taxing authorities.			Integer (dollars)
PROP_IMP_VALCAL C	The "improvement" value taxing authorities.	Integer (dollars)		
PROP_VAL_CALCIND	Property Value type A - Assessed M - Market	P - Appraised T - Transitional		A,M,P,T or blank
PROP_IMP_VALCAL C_IND	The "improvement" value indicator A - Assessed P - Appraised M - Market T - Transitional			A, M, P, or T
PROP_ASSED_VAL	The Total Assessed Value of the Parcel's Land & Improvement values as provided by the county or local taxing/assessment authority.			Integer (dollars)
PROP_ASSED_IMPV AL	Assessed Improvement Value			Integer (dollars)
PROP_MRKTVAL	Total Market Value			Integer (dollars)
PROP_MRKT_IMPVA L	Market Improvement Values			Integer (dollars)
PROP_APPRAISED_V AL	Total Appraised Value			Integer (dollars)

MARKETING SOLUTIONS

Technical Documentation



PROP_APPRAISED_I MPVAL	Appraised Improvement Va	Integer (dollars)	
PROP_EFFYRBLD	Effective Year Built	YYYY	
PROP_VIEW	0 - NONE 999 - BYPASS VAI - AIRPORT VAV - AVERAGE VBA - BAY VBE - BEST VBR - BETTER VCA - CANAL VCI - CITY VCL - CREEK/LAKE VCN - CANYON VCP - CONSERVATION / PROTECT AREA VCV - CANYON/VALLEY VEX - EXCELLENT VFA - FAIR VGC - GOLF COURSE VGO - GOOD	VGP - GREENBELT/PARK VGU - GULF VHM - HILLS/MOUNTAINS VHV - HILLS/MOUNTAINS VHV - HILLS/MOUNTAINS VHV - HILLS/MOUNTAINS VHV - HILLS/MOUNTAINS VIN - INFERIOR VIT - INLAND WATERWAY VIW - INTERCOASTAL WATERWAY VLA - LAKE VLG - LAGOON VLP - LAKE/POND VMN - MOUNTAIN VMO - MOUNTAIN VOB - OBSTRUCTED VOC - OCEAN VPA - PARK VPD - POND VPG - PARKING	nnn
	999 - BYPASS IAC - ALLEY/CORNER IAG - AGRICULTURAL IAI - AIRPORT IAL - ALLEY IAV - AVERAGE IBA - BAY ACCESS IBB - BEHIND BAY FRO IBC - BEACH IBF - BAY FRONT ISLA IBG - BEHIND GULF FI IBI - BAY FRONT ISLA IBM - BAY FRONT MA IBR - BEACH ROAD IBS - BUSINESS IBU - BAYOU IBY - BAY ICA - CANAL ICC - CREEK ICD - CANAL DRAINAG ICE - CORNER/EXTRA ICF - CANAL FRONT ISL ICK - CREEK/RIVER ICL - CORNER/LANDL	ICW - CORNER/LANDLOCK/WOODLOT ICY - CITY IDD - DEAD END IDE - DRAINAGE EASEMENT IDO - DOWNTOWN I-LAND IDR - DRAINAGE IDS - DESIRABLE IDU - DUPLEX LOTS IEF - EXTRA FRONT IEL - EXPENSIVE LAND IER - EXTRA FRONT/RESTRICTIONS IES - EASEMENT IFD - FLOOD LINE IFD - FLOOD PLAIN IRC - GOLF COURSE IGG - GREENBELT/GOLF COURSE IM - INJUSTRIAL III - INJUSTR	RONT /WATE DLOT
PROP_LCTN_INFL	INB - NON BUILDABLE INC - INTRACOASTAL INE - NEIGHBORHOOD INR - INFERIOR INT - INTERIOR IOC - OCEAN IOS - OPEN SPACE IOT - OUTSIDE CITY IPA - PARK LAND IPC - POOR ACCESS IPD - POND IPE - PERIMETER LOT IPF - PARK FRONT IPO - POOL IPR - PRESERVE IPS - POOR ACCESS IPV - PRIVATE ROAD IRA - RAVINE IRC - RECREATIONAL IRE - REAR IRI - RIVER IRI - IRREGULAR LOT IRO - ROAD IRS - RESTRICTIONS IRU - RURAL ISD - SOUND ISL - SUBMERGED LAI IST - STREET ISU - SUBURBAN ITH - TOWNHOUSE	ITL - TRI PLEX LOT ITR - TRAFFIC IUR - URBAN IVA - VALLEY IWA - WATER ACCESS IWC - WATER/CUL-DE-SAC IWF - WATERRONT IWL - WOODLAND IWS - WATERFALLS IWT - WATER IWW - WOODLOT/WATERFRONT IYA - APT/CONDO COMPLEX IYB - BUSINESS CLUSTER IYC - CENTRAL BUSINESS IYD - COMMERCIAL/INDUSTRIAL IYI - INDUSTRIAL SIZE IYM - MAJOR STRIP IYN - NEIGHBORHOOD / SPOT IYP - PERM CENTRAL BUSINESS IYS - SECONDARY BUS STRIP IZL - ZERO LOT LINE LAE - UNIT ABUTS ELEVATOR LAV - AVERAGE LCH - CONDOMINIMUM HI-RISE LCD - CONDO LCU - CORNER UNIT LCV - CONDOMINIMUM VILLAS LDU - DUPLEX LEU - END UNIT LEX - EXCELLENT LEY - FRONT UNIT LOC - GOOD LIU - INITERIOR LIU - INITERIOR UNIT LCY - CONDOMINIMUM HI-RISE SIN - INITITIONAL SMC - APARTMENT/COND SPR - PRIMARY SECONDARY SR - FRONT SH - HOMESITE SIN - INDUSTRIAL SIS - INSTITUTIONAL SMH - MOBILE HOME SNE - NEIGHBORHOOD SPR - PRIMARY	



PROP_LCTN_INFL (cont'd)	SRE - RESIDUAL SRH - REHABILITATION SRO - ROAD SRR - RESTAURANT SRU - REAR UNIT SSE - WAREHOUSE SXC - EXCESS VAI - AIRPORT VAV - AVERAGE VBA - BAY VBE - BEST VBL - BLUFF VBR - BETTER VCA - CANAL VCI - CITY VCL - CREEK/LAKE VCN - CANYON VCP - MONSERVATION / PROTECTED AREA	VCV - CANYON/VALLEY VEX - EXCELLENT VFA - FAIR VGC - GOLF COURSE VGO - GOOD VGP - GREENBELT/PARK VGU - GULF VHM - HILLS/MOUNTAINS VHV - HILL/VALLEY VIN - INFERIOR VIS - INTERSTATE VIT - INLAND WATERWAY VIW - INTERCOASTAL WATERWAY VLA - LAKE VLG - LAGOON VLP - LAKE/POND VMN - MOUNTAIN VMO - MOUNTAIN/OCEAN VOB - OBSTRUCTED	VOC - OCEAN VPA - PARK VPD - POND VPG - PARKING VPI - PRIME VPL - POOL VPM - PREMIUM VPR - POOR VRC - RECREATIONAL VRD - ROAD VRR - RIVER VSD - STANDARD VSN - SUBURBAN VSR - SUPERIOR VST - STREET VTY - TYPICAL VWD - WOODLAND VWR - WATER	nnn
PROP_ACRES	Total land mass in acres. (4 deci	nal points). Example: 13000- 1.3 acres	S.	Integer
PROP_LANDSQFT	Total land mass in Square Feet.			Integer
PROP_UNVBLDSQFT	Building Square Footage			Integer
PROP_BLDSQFTIND	R - GROUND FLOOR LEVEL H - HEATED AREA M - MAIN OR BASE AREA B - BUILDING	A - ADJUSTED L - LIVING G - GROSS		R,H,M,B,A,L,G or blank
PROP_BLDSQFT	Building Square feet	Integer		
PROP_LIVINGSQFT	The area of a building that is use This is typically the area of a building or Basement square footage.	Integer		
PROP_GROSSSQFT	Building Square Footage	Integer		
PROP_ADJGROSSSQ F	Square Footage for Improvement	Integer		
PROP_RMS	Total number of rooms contained	Integer		
PROP_BEDRMS	Total number of bedrooms conta	Integer		
PROP_BATHSCALC	Number of Bathrooms	Integer		
PROP_BATHS	Total number of bathrooms, 2 im	Integer		
PROP_FULLBATHS	Total number of Full Baths (typically comprised of a sink, toilet, and bathtub / shower stall).			
, Noi ollbailio	A home containing 2 1/2 baths wou	ld have the number 2 stored in this field.		Integer





	The typ	pe of air conditioning method (used 1	to cool the building		
PROP_AC	O- AC.NO ACA- AC ACE- AC ACH- AC ACP- AC ACW- AC ADU- AC AEV- AC AFA- AC AHT- AC	ntral, Wall Unit, Evaporative): INE .COMMERCIAL A/C .CENTRAL .CHILLED WATER .CENTRAL PARTIAL C.CENTRAL & UNIT .DUAL UNIT .EVAPORATIVE .FAN COOLING .HEAT PUMP .OFFICE ONLY		APF- AC.REFRIGERATION APK- AC.PACKAGE APR- AC.PACKAGE ROOF APT- AC.PARTIAL APV- AC.REFRIGERATION/E ASE- AC.SEPARATE SYSTEM ASO- AC.SOLAR ASP- AC.SPLIT SYSTEM AWA- AC.WALL UNIT AWI- AC.WINDOW UNIT AWN- AC.WALL/WINDOW U	Л	nnn (3 characters)
PROP_FRPL	This fi	eld is populated with a "Y" if a f	firepla	ace is located within the	building.	Y or blank
PROP_FND	CNF - CC CNW - C CRB - CC CRE - CC CRS - CF DRE - DII GDB - GF	PASS OCK EICK DINCRETE BLOCK DINTINUOUS FOOTING ONTINUOUS WALL DINCRETE/BEAM DINCRETE DIOSS BRIDGED/WALLS RT/EARTH RADE-BEAM ASONRY UD SILL INGS		PPI - PIPE/IRON PRE - PRE-FAB RAB - RAISED W/BASEMENT RAC - RAISED W/CRAWSPAC RAS - RAISED SDF - SPREAD FOOTING SLB - SLAB STD - STANDARD STE - STEEL STM - STEEM WALL STN - STONE UBM - TYPE UNKNOWN WITH UCR - TYPE UNKNOWN WITH WOO - WOOD	CE H BASEMENT H CRAWSPACE	nnn
	Floor C	Construction Type				
PROP_FLR	999 - BY A - CON B - WOO C - PLYY D - CON E - BRIC F - ACRY G - ASBI H - GRA I - SLAT	CRETE DD WOOD CRETE/ASPHALT K YLIC ESTOS VEL		J - DIRT K - CINDER BLOCK L - ASPHALT M - BRICK/STONE N - BRICK/STONE/SLATE P - METAL DECK Q - METAL GRATING R - CORREGATED DECK S - WOOD SHEATHING T - STEEL-FLAT-SLAB		nnn
PROP_GAR	0- 570	0 - NONE 1 - UNDEFINED TYPE 2 - UNDEFINED TYPE - 2 CAR 3 - UNDEFINED TYPE - 3 CAR 4 - UNDEFINED TYPE - 5 CAR 6 - UNDEFINED TYPE - 5 CAR 6 - UNDEFINED TYPE - 6 CAR 10 - ATTACHED GARAGE/CARPORT 20 - ATTACHED BASEMENT 40 - DETACHED BASEMENT 40 - DETACHED BASEMENT 50 - ENCLOSED BRICK GARAGE/CARPORT 60 - BASEMENT FINISHED 61 - FINISHED BASEMENT - 1 CAR 62 - FINISHED BASEMENT - 3 CAR 64 - FINISHED BASEMENT - 4 CAR 70 - FINISHED BUILT IN 80 - UNFINISHED BASEMENT 81 - UNFINISHED BASEMENT 82 - UNFINISHED BASEMENT - 1 CAR 82 - UNFINISHED BASEMENT - 2 CAR 83 - UNFINISHED BASEMENT - 2 CAR	CAR 90 - 1 1000 1110 1112 113 114 115 116 120 121 122 130 140 170 200 MAS 220 230 MAS 240 250 260 270 280 290 300 310	UNFINISHED BASEMENT - 4 UNFINISHED BUILT IN - PREFAB - BASEMENT - BASEMENT - 2 CAR - BASEMENT - 3 CAR - BASEMENT - 5 CAR - BASEMENT - 6 CAR - BASEMENT - 6 CAR - BUILT IN - BUILT IN - BUILT IN - 1 CAR - BUILT UNDER - GARAGE/CARPORT - FINISHED BRICK GARAGE - FINISHED BRICK GARAGE - FINISHED ATTACHED SONRY - UNFINISHED MASONRY - FINISHED MASONRY - FINISHED MASONRY - UNFINISHED MASONRY - UNFINISHED MASONRY - UNFINISHED MASONRY - TINISHED MASONRY - MASONRY - ATTACHED METAL - DETACHED METAL - METAL/WOOD - SALT BOX - STEEL - ATTACHED STONE	330 - DETACHED STONE 340 - FINISHED STONE 350 - UNFINISHED STONE 360 - STONE 370 - ATTACHED STUCCO 380 - STUCCO 400 - ATTACHED WOOD 410 - DETACHED WOOD 410 - DETACHED WOOD 420 - ATTACHED MASONRY GARAGE 430 - UNFINISHED WOOD 440 - WOOD 450 - ATTACHED - 1 CAR 451 - ATTACHED - 2 CAR 453 - ATTACHED - 2 CAR 453 - ATTACHED - 3 CAR 460 - ATTACHED - 3 CAR 460 - ATTACHED FINISHED 470 - UNFINISHED ATTACHED 480 - ENCLOSED DETACHED 490 - DETACHED FINISHED 500 - UNFINISHED DETACHED FAME GARA 502 - UNFINISHED DETACHED 510 - ENCLOSED 520 - ALUMINUM 530 - ALUMINUM 530 - ALUMINUM/WOOD 540 - DETACHED BLOCK 550 - UNFINISHED BLOCK 550 - PREFAB METAL	nnn



PROP_GAR (cont'd)	580 - BLOCK 590 - DETACHED BLOCK 600 - WOOD FRAME 610 - ATTACHED BRICK 620 - DETACHED BRICK 640 - UNFINISHED BRICK 650 - BRICK 660 - BRICK/FRAME 670 - MASONRY/BRICK 680 - DETACHED BRICK, 690 - BRICK/STONE 701 - DETACHED CINDEL -1 CAR 710 - CONCRETE 716 - CONCRETE - 6 CAF 720 - ATTACHED CONCRE BLOCK 740 - FINISHED CONCRE BLOCK 740 - FINISHED CONCRE BLOCK 750 - UNFINISHED STUCCO/CONCRETE BLOCK 770 - UNFINISHED STUCCO/CONCRETE BLOCK 770 - FINISHED ATTACHE FRAME 800 - UNFINISHED ATTACHE FRAME 800 - ALUMINUM/WOOD CARPORT POO - CONCRETE CARPO	R00 - FRAME CARPORT S00 - DETACHED GABLE/HII CARPORT T 00 - ATTACHED GABLE/HII CARPORT U00 - DETACHED ALUMINUN CARPORT V01 - DETACHED CARPORT CAR RBLOCK V02 - DETACHED CARPORT CAR W00 - PREFAB CARPORT Z00 - OPEN CARPORT RETE 810 - DETACHED FRAME 820 - DETACHED FRAME 820 - DETACHED FRAME 820 - DETACHED FRAME 850 - UNFINISHED FRAME 850 - UNFINISHED FRAME 860 - DETACHED FRAME/CONCRETE BLOCK 880 - LOG 890 - VINYL GARAGE 0 900 - FINISHED EED 911 - UNFINISHED - 1 CAR 912 - UNFINISHED - 2 CAR CCHED 913 - UNFINISHED - 3 CAR 920 - DETACHED D 921 - DETACHED D 921 - DETACHED	950 - FRAME P 960 - FRAME/CONCRETE BLOCK 971 - UNDEFINED TYPE - 1 CAR 980 - METAL 999 - BYPASS -1 00X - UNDEFINED TYPE - 10 CAR A00 - CARPORT	nnn
PROP_HEAT	0 - NONE 999 - BYPASS 00A - ELECTRIC/SOLAR 00C - COAL 00D - GAS/WOOD 00E - ELECTRIC 00G - GAS 00I - ELECTRIC/OIL 00M - GAS STEAM 00N - SOLAR/COAL/WOOD 000 - OIL 00P - COAL/WOOD 00Q - SOLAR/OIL 00R - ELECTRIC/RADIANT 00S - SOLAR 00T - ELECTRIC/HOT WATER 00W - WOOD 00Y - OIL/WOOD 00Z - GAS SOLAR ACE - CENTRAL BBO - BASEBOARD BBE - BASEBOARD BBE - BASEBOARD OIL BBP - BASEBOARD OIL BBP - BASEBOARD HOT WATER BRE - BASEBOARD ELECTRIC/RADIANT BSO - BASEBOARD HOT WATER RE - BASEBOARD CLECTRIC/RADIANT BSO - BASEBOARD HOT WATER BRE - BASEBOARD ELECTRIC/RADIANT BSO - BASEBOARD HOT WATER BRE - BASEBOARD ELECTRIC/RADIANT BSO - BASEBOARD HOT WATER CFO - CENTRAL FORCED AIR CFO - CENTRAL FORCED AIR CFO - CENTRAL CLECTRIC CLG - CENTRAL GAS CPO - CENTRAL FORCED AIR CVO - CONVECTION CVE - CONVECTION GAS CVO - CONVECTION OIL FAO - FORCED AIR ELECTRIC FAG - FORCED AIR GAS	FAH - FORCED HOT WATER FAO - FORCED AIR OIL FAW - FORCED AIR WOOD FCO - CEILING FURNACE FCW - FORCED AIR COAL/WOOD FFO - FLOOR FURNACE FFE - FLOOR FURNACE FFE - FLOOR FURNACE GAS FFL - FLOOR FURNACE GAS FFL - FLOOR FURNACE COAL/WOOD FFO - FLOOR FURNACE OIL FLO - FLOOR/WALL FURNACE FNO - FORCED AIR NOT DUCTED FPO - FIREPLACE FRO - FURNACE COAL FRE - FURNACE COAL FRE - FURNACE GAS FRW - WOOD FURNACE GFO - GRAVITY FURNACE GFO - GRAVITY FURNACE GFO - GRAVITY FURNACE GFO - GRAVITY FURNACE GRO - GRAVITY GAS GRO - GRAVITY OIL GRE - GRAVITY GAS GRO - GRAVITY SOLAR HAO - HOT AIR OIL HAS - HOT AIR OIL HAS - HOT AIR OIL HAS - HOT AIR NOT DUCTED HPO - HEAT PUMP HPE - HEAT PUMP HPE - HEAT PUMP FOOLA HSO - HOT WATER GAS HWO - HOT WATER HSO - HOT WATER GAS HWO - HOT WATER HSO - HOT WATER GAS HWL - HOT WATER GAS	HWO - HOT WATER OIL HWS - HOT WATER SOLAR HWW - HOT WATER WOOD INO - INDUSTRIAL JTO - JETS NDO - NOT DUCTED PKO - PACKAGE PKE - PACKAGE ELECTRIC PTO - PARTIAL RCO - RADIANT CEILING RDO - RADIANT CEILING RDO - RADIANT HOT WATER RDI - RADIANT ELECTRIC RDG - RADIANT HOT WATER RDI - RADIANT HOT WATER RDI - RADIANT HOT WATER ROJ - RADIANT STEAM SPO - SPACE GAS SPL - SPACE GAS SPL - SPACE GAS SPL - SPACE GAS SPL - SPACE COAL/WOOD SPO - SPACE OIL SSO - STOVE/SPACE STO - STEAM STE - STEAM STE - STEAM HOT WATER STO - STEAM OIL STW - STEAM WOOD SVO - STOVE SVG - WALL FURNACE WFO - WALL FURNACE WFO - WALL FURNACE OIL WHO - WALL WLE - WALL BLECTRIC ULG - WALL WLE - WALL BLECTRIC WLG - WALL UNIT	nnn





	Type of Electricity		
PROP_ENERGY	0 - NONE 999 - BYPASS EAG - AVERAGE WIRING EAV - AVAILABLE EBA - BELOW AVERAGE WIRING ECN - CONNECTED EEX - EXTENSIVE WIRING EGO - GOOD WIRING EHE - HEAVY WIRING	ELI - LIGHT WIRING EMA - MAXIMUM WIRING EME - MEDIUM WIRING EMI - MINIMAL WIRING EOV - OVERHEAD WIRES EPR - PRIVATE SOURCE ETY - TYPICAL WIRING EUN - UNDERGROUND WIRES	nnn
PROP_FUEL	0 - NONE 999 - BYPASS 00C - HEAT.COAL 00D - HEAT.GAS/WOOD 00E - ELECTRIC 00G - HEAT.GAS 00I - HEAT.GAS 00I - HEAT.GAS STEAM 00N - HEAT.SOLAR/COAL/WOOD 00O - HEAT.OIL 00P - HEAT.OIL 00P - HEAT.SOLAR/OIL 00R - HEAT.SOLAR/OIL 00R - HEAT.ELECTRIC/RADIANT 00S - HEAT.ELECTRIC/HOT WATER 00T - HEAT.ELECTRIC/HOT WATER 00W - HEAT.WOOD 00Y - HEAT.OIL/WOOD 00Y - HEAT.OIL/WOOD 00Y - HEAT.GAS SOLAR	FBU - BUTANE FCO - COAL FCV - CONVECTION FCW - COAL/WOOD FEL - ELECTRIC FGA - GAS FGN - NO GAS PUBLIC/PIPED FGP - GAS PUBLIC/PIPED FGS - GAS/SOLAR FKE - KEROSENE FLP - LIQUEFIED PETROLEUM GAS FOI - OIL FOS - OIL/SOLAR FSO - SOLAR FWD - WOOD FWO - COAL/WOOD/OIL GTE - GEO THERMAL HEATING	String value
	Sewer Type		
PROP_SEWER	0 - NONE 999 - BYPASS SPU - PUBLIC SCE - CESSPOOL	SSE - SEPTIC SPR - PRIVATE STR - STORM SCO - COMMERCIAL	nnn
	Water Supply Type, 3 characters max.		
PROP_WATER	0 - NONE 999 - BYPASS WPU - PUBLIC WSC - SPRING/CREEK WWE - WELL	WPR - PRIVATE WCO - COMMERCIAL WPW - PUBLIC WELL WCI - CISTERN	nnn
PROP_HOMESTEAD	Homestead Qualified		Y or blank
PROP_XMTVET	Presence of Veteran		Y or blank
PROP_XMT_DISABLE D	Disabled Veteran		Y or blank
PROP_TAXAMT	The tax amount provided by the county or local ta	Integer (dollars)	
PROP_TAXYR	Tax Year	YYYY	
	Deed Type, 1 character max.		
PROP_SALESDEEDC D	U - FORECLOSURE Q - QUIT CLAIM X - MULTI CNTY/ST OR OPEN-END-MTG T - DEED OF TRUST G - DEED D - RELEASE OF DEED OF TRUST/MTG	F - FINAL JUDGEMENT J - MECHANIC LIENS L - LIS PENDENS N - NOTICE OF DEFAULT R - RELEASE/RECISION S - LOAN ASSIGNMENT	U,Q,X,T,G,D,F,J, L,N,R,S or blank
PROP_SALEAMT	Price of the sale as depicted on the recorded sale	s transaction.	Integer (dollars)

MARKETING SOLUTIONS

Technical Documentation



	Sale Code		VDDONES
PROP_SALECD	V - VERIFIED R - LEASE P - SALE PRICE (PARTIAL) C - CONFIRMED	N - STAMPS ON BACK/NON-DISCLOSED F - SALE PRICE (FULL) E - ESTIMATED L - COMMITTED	V,R,P,C,N,F,E,L or blank
	Sale Type		
PROP_SALESTRANS CD	1 - RESALE 2 - REFINANCE 3 - SUBDIVISION/NEW CONSTRUCTION 4 - TIMESHARE 6 - CONSTRUCTION LOAN	7 - SELLER CARRYBACK 9 - NOMINAL D - RELEASE OF DEED S - ASSIGNMENT OF DEED OF TRUST	1,2,3,4,6,7,9,D,S or blank
PROP_OWNERCD	99 - SOME COUTIES USE AS OTHER A - FORMS OF AGENT OWNERSHIP AD - FORMS OF AGENT OWNERSHIP DEED AG - FORMS OF AGENT OWNERSHIP GRANT AKA - ALSO KNOWN AS AS - ASSIGN CE - CARE EXECU CF - CARE FOR CO - CARE OF CP - COMMON PROP CR - CARE RENTER CS - COMMON RIGHTS CT - CARE TENANT DB - DEATH BENE E - SOME COUNTIES PREVIOUSLY USED THIS, NOW MOST HAY GONE TO ES EA - ESTATE AND OTHERS ES - ESTATE EU - ESTATE AND WIFE OR SPOUSE FI - FUTURE INTEREST FLP - FUTURE LP GD - GUARDIAN HW - HIS WIFE IT - IN TRUST FOR JS - JOINT SURV JT - JOINT TENANTS JV - JOINT VENTURE LB - LIEN BEN LE - LIFE ESTATE LF - SOME USE LT, SOME USE THIS FOR FAMILY, NOT COMMO UTILIZED NOR WILL MOST NEW DEEDS REF TO THIS LP - LIMITED PARTNERSHIP LT - LIFE TEN LU - LIFE TEN LU - LIFE TEN LU - LIFE TEN LU - LIFE USAGE MA - MANAGED MINOR MS - THESE NOW REQUIRE USE OF MORE CLEAR CODES	SM - MINOR SO - SOLE WWNER SP - ROLLED, NOT UTILIZED SU - SOLE UNDER AGR SW - ROLLED, NOT UTILIZED TA - ROLLED INTO BELOW, MAY HAVE UTILIZED WHEN AGENT INVOLVED NOT REQUIRES IND DISCLOSURES TC - TENANTS IN COMMON TE - TENANTS IN ENTIRETY TR - TRUSTEE TRU - REVOKEABLE TRUST TS - TRUST SALE, NOT USED IN MOST COUNTIES THEY PREFER TO DIFF BETWEEN TY - TRUST SALE PEE	nnn
PROP_LOANTOVAL	Loan To Value	String values	
PROP_MTGAMT	Amount of loan.	Integer (dollars)	
PROP_MTGDATE	Date mortgage was initiated.		YYYYMMDD



PROP_MTGDEEDCD	R-R-BLEASE/RECISION I - ALL INCLUSIVE DEED OF TRUST I - ALL INCLUSIVE DEED OF TRUST I - OPED I - OUT CLAIM I - FINT O- OPED I - OUT CLAIM I - INT O- OPED I - OUT CLAIM I - INT O- OPED I - OUT CLAIM I - INT I - INT O- DEED I - OUT CLAIM I - INT I - DEED OF TRUST I - DEED OF TRUST I - DEED OF TRUST I - OPED I - OUT CLAIM I - OUT OLAIM I - OUT CLAIM I -	MINAL TICE OF DEFAULT DITICE OF DEFAULT DITICE OF PORECLOSURE DITICE OF SHERIFF'S SALE DITICE OF TRUSTEE'S SALE ARTNERSHIP GRANT DEED ATENT (LAND) AY OFF DEED RESONAL REP JOINT TENANT RESONAL REP JOINT TENANT RESONAL REP JOINT DEED RIVATE SALE ROBATE COURT DEED RIBLIC AUCTION DEED RIBLIC AUCTION DEED RIBLIC TRUSTEES DEED T CLAIM DEED DIT CLAIM DEED DIT CLAIM DEED LEASE OF LIEN/LIS PENDENS ELEASE OF MECHANICS LIEN RECORDED DEED TOLVING LINE OF CREDIT COLVING LINE OF CREDIT CURITY DEED OF TR (MTG GA) ELLING OFFICER'S DEED TELEMENT DEED DECIAL WARRANTY DEED DECIAL WARRANTY DEED ECIAL WARRANTY DEED RAW DEED RAW DEED REW	String value
PROP_LENDERNAM	Lender Name		String value
	Refi Type		
PROP_MTGREFICD	Y- YES		Y,T or blank
	T- TRUST		

MARKETING SOLUTIONS

Technical Documentation

For Additional Detail



PROP_RMSEQUITYC	Equity in Property	Y or blank
υ		

Census Attributes:

Output Field	Description	Return Values
CENSPCT_WATER	Percentage of Water in a given zip code	From 0-100
CENS_POP_DENSITY	Population Density per square mile in a given zip code	6 character max eg. 85035
CENS_HU_DENSITY	Housing Units Density per square mile in a given zip code	6 character max eg. 29338
CENSPCT_POP_WHITE	Percentage of White population in a given zip code	From 0-100
CENSPCT_POP_BLACK	Percentage of Black population in a given zip code	From 0-100
CENSPCT_POP_AMERIN D	Percentage of Amer Indian population in a given zip code	From 0-100
CENSPCT_POP_ASIAN	Percentage of Asian population in a given zip code	From 0-100
CENSPCT_POP_PACISL	Percentage of Pac Islander population in a given zip code	From 0-100
CENSPCT_POP_OTHRAC E	Percentage of Other Races population in a given zip code	From 0-100
CENSPCT_POP_MULTIRA CE	Percentage of Multi Race population in a given zip code	From 0-100
CENSPCT_POP_HISPANI C	Percentage of Hispanic population in a given zip code	From 0-100
CENSPCT_POP_AGELT18	Percentage Population Age 18 in a given zip code	From 0-100
CENSPCT_POP_MALES	Percentage Males in a given zip code	From 0-100
CENSPCT_ADULT_AGE18 24	Percentage Adult Age 18-24 in a given zip code	From 0-100
CENSPCT_ADULT_AGE25 34	Percentage Adult Age 25-34 in a given zip code	From 0-100
CENSPCT_ADULT_AGE35 44	Percentage Adult Age 35-44 in a given zip code	From 0-100
CENSPCT_ADULT_AGE45 54	Percentage Adult Age 45-54 in a given zip code	From 0-100
CENSPCT_ADULT_AGE55 64	Percentage Adult Age 55-64 in a given zip code	From 0-100
CENSPCT_ADULT_AGEG E65	Percentage Adult Age 65+ in a given zip code	From 0-100
CENS_POP_MEDAGE	Population Median Age in a given zip code	From 0-100
CENS_HH_AVGSIZE	Average Household Size in a given zip code (not rounded to the nearest whole)	10 characters max eg. 3

For Additional Detail



CENSPCT_HH_FAMILY	Percentage Hh Family in a given zip code	From 0-100
CENSPCT_HH_FAMILY_H USBWIFE	Percentage Hh Family Husband & Wife in a given zip code	From 0-100
CENSPCT_HU_OCCUPIED	Percentage Housing unit Occupied in a given zip code	From 0-100
CENSPCT_HU_OWNED	Percentage Housing unit Owned in a given zip code	From 0-100
CENSPCT_HU_RENTED	Percentage Housing unit Rented in a given zip code	From 0-100
CENSPCT_HU_VACANTS EASONAL	Percentage Housing unt Vacant/Seasonal in a given zip code	From 0-100

Auto Affinity Attributes:

Output Field	Description	Return
Output Field	Description	Values
BMW_AFFINITY	Score that predicts the affinity or loyalty towards the BMW brand and a consumer's dedication to purchase BMW vehicles.	Numeric values 1-5.
CADILLAC_AFFINITY	Score that predicts the affinity or loyalty towards the Cadillac brand and a consumer's dedication to purchase Cadillac vehicles.	Numeric values 1-5.
CHEVROLET_AFFINITY	Score that predicts the affinity or loyalty towards the Chevrolet brand and a consumer's dedication to purchase Chevrolet vehicles.	Numeric values 1-5.
CHRYSLER_AFFINITY	Score that predicts the affinity or loyalty towards the Chrysler brand and a consumer's dedication to purchase Chrysler vehicles.	Numeric values 1-5.
COUPE_AFFINITY	Score that predicts the affinity or loyalty towards the Coupe auto style and a consumer's dedication to purchase Coupe vehicles.	Numeric values 1-5.
DODGE_AFFINITY	Score that predicts the affinity or loyalty towards the Dodge brand and a consumer's dedication to purchase Dodge vehicles.	Numeric values 1-5.
FORD_AFFINITY	Score that predicts the affinity or loyalty towards the Ford brand and a consumer's dedication to purchase Ford vehicles.	Numeric values 1-5.
GMC_AFFINITY	Score that predicts the affinity or loyalty towards the GMC brand and a consumer's dedication to purchase GMC vehicles	Numeric values 1-5.
HONDA_AFFINITY	Score that predicts the affinity or loyalty towards the Honda brand and a consumer's dedication to purchase Honda vehicles.	Numeric values 1-5.
HYBRID_AFFINITY	Score that predicts the affinity or loyalty towards the Hybrid brand and a consumer's dedication to purchase Hybrid vehicles.	Numeric values 1-5.
HYUNDAI_AFFINITY	Score that predicts the affinity or loyalty towards the Hyundai brand and a consumer's dedication to purchase Hyundai vehicles.	Numeric values 1-5.
INFINITI_AFFINITY	Score that predicts the affinity or loyalty towards the Infiniti brand and a consumer's dedication to purchase Infiniti vehicles.	Numeric values 1-5.
JEEP_AFFINITY	Score that predicts the affinity or loyalty towards the Jeep brand and a consumer's dedication to purchase Jeep vehicles.	Numeric values 1-5.
LANDROVER_AFFINITY	Score that predicts the affinity or loyalty towards the Landrover brand and a consumer's dedication to purchase Landrover vehicles.	Numeric values 1-5.
LEXUS_AFFINITY	Score that predicts the affinity or loyalty towards the Lexus brand and a consumer's dedication to purchase Lexus vehicles.	Numeric values 1-5.
LINCOLN_AFFINITY	Score that predicts the affinity or loyalty towards the Lincoln brand and a consumer's dedication to purchase Lincoln vehicles.	Numeric values 1-5.
MERCEDESBENZ_AFFIN ITY	Score that predicts the affinity or loyalty towards the Mercedes-Benz brand and a consumer's dedication to purchase Mercedes-Benz vehicles.	Numeric values 1-5.
NISSAN_AFFINITY	Score that predicts the affinity or loyalty towards the BMW brand and a consumer's dedication to purchase BMW vehicles.	Numeric values 1-5.
SEDAN_AFFINITY	Score that predicts the affinity or loyalty towards the Sedan auto style and a consumer´s dedication to purchase Sedan vehicles.	Numeric values 1-5.
SUV_AFFINITY	Score that predicts the affinity or loyalty towards the SUV auto style and a consumer's dedication to purchase SUV vehicles.	Numeric values 1-5.





TOYOTA_AFFINITY	Score that predicts the affinity or loyalty towards the Toyota brand and a consumer's dedication to purchase Toyota vehicles.	Numeric values 1-5.
TRUCK_AFFINITY	Score that predicts the affinity or loyalty towards the Truck auto style and a consumer's dedication to purchase Truck vehicles.	Numeric values 1-5.
VAN_AFFINITY	Score that predicts the affinity or loyalty towards the Van auto style and a consumer's dedication to purchase Van vehicles.	Numeric values 1-5.
VOLVO_AFFINITY	Score that predicts the affinity or loyalty towards the Volvo brand and a consumer's dedication to purchase Volvo vehicles.	Numeric values 1-5.

Outputs (continued)

Auto Attributes: Up to 4 vehicles.

Output Field	Description		Return Values	
MAKE	Vehicle Make, 30 characters max		String Value	
MODEL	Vehicle Model, 30 characters max		String Value	
YEAR	Vehicle Year		YYYY	
	Vehicle Class Description:		String Value	
VEH_CLASS	CROSSOVER FULL SIZE CAR FULL SIZE SUV FULL SIZE TRUCK FULL SIZE VAN MID SIZE CAR	MID SIZE TRUCK MID SIZE SUV MINIVAN SMALL CAR SMALL SUV SMALL TRUCK		
	Vehicle Fuel Code:			
FUELTYPECD	B – Biodieselcolumn D – Diesel F - Flex-Fuel G – Gasoline H - Fuel Cell	I - Plug-In Electric L - Electric/Gas N - CNG (Compressed Natural Gas) P – Propane Y - Hybrid	B, D, F, G, H, I, L, N, P, Y	
	Vehicle Manufacturing Code			
MFGCD	A – Antique C - Chrysler Products F - Ford Products G - GM Products	H - High end Imports L - Low End Imports O -Other	A,C, F, G, H, L, O	
	Vehicle Style Code			
STYLECD	CONV CPE2DR CUV HATCHBACK LUXURY PICKUP	SEDAN SPORT UTIL VAN WAGON	10 characters	
MILEAGECD	Mileage from the last odometer reading in increments of 10,000.		A-Z	





	A-0-10,000. Z- 250,000+.		
VIN	17 digit VIN Number		String Value
	Inferred Purchase Date Code:		
INFERREDDATE	A - 0-6 months B - 7-12 months C - 13-18 months D - 19-24 months	E - 25-36 months F - 37-48 months G - 49+ months	1 Character: A - G

Identity Completion:

For API technical documentation refer to this link here:

Output Field	Description	Return Values
matchLevel	Indicates level of identity match to the VMS Graph: 1 – indicates a match at the individual level 2 – indicates a match at the household level 3 – indicates a lower level match 4 – Indicates a match where multiple markers were provided (e.g., phone, email, or address), including the name, but the name was a mismatch 5 – indicates a match to an identity that does not have demographics available – gender, age, and dob are the only fields that may contain values 6 – indicates that no match was made our identity graph but a gender could be inferred based on analysis of the name present on input	1-6
FirstName	Appended First Name	20 characters
LastName	Appended Last Name	20 characters
middleName	Appended Middle Initial	1 Character
suffix	Appended Alias Name Suffix	10 Characters
BusName	Appended Business Name	100 Characters
PreDir	Appended Street Pre Direction: N, S, E, W, NE, SW, etc.	2 Characters
streetName	Appended Street name.	28 characters
streetType	Appended Street suffix: ST, AVE, BLVD, etc.	4 Characters
PostDir	Appended Street Post Direction: N, S, E, W, NE, SW, etc.	4 Characters

MARKETING SOLUTIONS

Technical Documentation



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АрtТуре	Appended Secondary Unit designator: Apt, Suite, etc.	2 Characters
City	Appended USPS City Name.	28 Characters
St	Appended USPS State abbreviation.	2 Characters
Zip	Appended numeric USPS Zip Code.	5 Characters
zip4	Appended numeric USPS Zip+4.	4 Characters
DPC	Appended Delivery Point Code with check digit.	3 Characters
CRTE	Appended Carrier Route.	4 Characters
CNTY	Appended FIPS County Code.	3 Characters
<i>Z4</i> Туре	Appended USPS Zip+4 type F - Firm or company address G - General delivery address H - High-rise or business complex P - PO Box address R - Rural Route address S - Street or Residential address Blank - Unknown	F, G, H, P, R, S
DPV	Appended Delivery Point Validation Y – Address DPV confirmed for both primary and (if present) secondary numbers D – Address DPV confirmed for primary number only, secondary number information was missing S – Address DPV confirmed for the primary number only, and secondary number information was present but unconfirmed N – Both Primary and (if present) Secondary number information failed to DPV confirm Blank – Address not presented to hash table	Y, D, S, N
Deliverable	Appended Deliverable flag	Y, N, or Blank
lastSeen	Appended Phone Last Seen Date	YYYYMMDD
Phone	Appended Phone (up to 3 additional Phone numbers)	10 characters
PhoneType	Appended Phone Type (up to 3, one for each appended phone number) L – Landline V - VoIP W – Wireless O - Other	L, V, W, O
DID	Direct Inward Dial Number	Y or blank
RecordType	Appended Record Type R – Residential B – Business P – Payphone U – Unknown	R, B, P, U
TelcoName	Name of original telephone company provider	100 Characters
matchLevel	Appended Matched Category (up to 3, one for each appended phone number) I – Individual H – Household A – Address Z – Name/Zip	I, H, A, Z

For Additional Detail



Email	Appended Email (up to 3 additional Emails)	100 Characters
suppressionCode	Email Suppression Code N - Email is Eligible for Deployment	N or blank
зарргеззіоновае	Email Supplession Code IV Email is Engine for Deproyment	IV OI DIUIK
Category	Appended Matched Category (up to 3, one for each appended Email) I – Individual H – Household A – Address Z – Name/Zip	I, H, A, Z
urlSources	Appended URL - Indicates the website in which the consumer "opted-in" to receive marketing emails	100 Characters
lastSeen	Appended Email Last Seen Date	YYYYMMDD

Add-on packages for Attribute Enrichment

Geo Credit Attributes:

Output Field	Description	Return Values
TOTALCR_PASTDUE_60D	Percentage of households with a credit relationship that has one more of accounts 60+ days past due. For example, the value represented for a Zip+4 = 40, this would be be interpreted as "For households in the Zip+4 area, 40% have one or more credit accounts that is 60 days or more past the due date". This measure is a key indicator for measuring financial stress.	0 - 99
TOTALCR_UTILIZATION	Percentage of households credit utilization, which represents the used credit balance relative to available credit limit. For example, if the value represented for a Zip+4 = 40, this would be interpreted as "For households in a Zip+4 area, 40% of available credit is being utilized". This measure is a key indicator for measuring capacity to pay.	0-100
VANTAGE_SCR	Tri-bureau risk assessment model that predicts the likelihood of becoming a serious credit risk. The higher the score, the lower the risk.	300 - 850
VANTAGE_SCR_RNG	Tri-bureau risk assessment model that predicts the likelihood of becoming a serious credit risk. The higher the score, the lower the risk. Credit score ranges are defined by market recognized brands.	A - 300 - 499 (Very Poor) B - 500 - 600 (Poor) C - 601 - 660 (Fair) D - 661 - 780 (Good) E - 781 - 850 (Excellent)
ANYCR_INQUIRY	Percentage of households with any type of hard credit inquiry in the last 3 months. For example, if the value represented for a Zip+4 = 40, this would be interpreted as "For households in a Zip+4 area, 40% had a credit inquiry in the past 3 months". This measure is a key indicator to determine financial activity.	Any Credit Inquiry Last 3-Months Percentage: 0-100
TOTALCR_SEVDEROG	Percentage of households with a credit relationship that has one or more accounts in severe derogatory status. For example, if the value represented for a Zip+4 = 40, this would be interpreted as "For households in the Zip+4 area, 40% have one or more credit accounts in severe derogatory status". This measure is a key indicator to determine financial stress.	One or More Accounts in Severe Derogatory Status Percentage: 0- 99
TOTALCR_PASTDUE_3059D	Percentage of households with a credit relationship that has one more of accounts that are 30-59 days past due. For example, if the value represented for a Zip+4 = 40, this would be interpreted as "For households in the Zip+4 area, 40% have one or more credit accounts that is 30-59 days past the due date". This measure is a key indicator to determine financial stress.	Total Credit Past Due 30-59 Days Percentage: 0-99
BANKCC_HAVEACCNT	Percentage of households with a bank credit card account. For example, if the value represented for a Zip+4 = 40, this would be interpreted as "For households in a Zip+4 area, 40% of households have a bank credit card account". This measure is a key indicator to determine capacity to pay. Bank credit cards are defined as unsecured or secured credit cards issued by a bank, national card company or credit union which includes revolving and open type accounts.	Have Bank Credit Card Percentage: 0-100
BANKCC_UTILIZATION	Percentage of households bank credit card utilization, which represents the used bank credit card balance relative to the available bank card credit limit. For example, if the value represented for a Zip+4 = 40, this would be interpreted as "For households in a Zip+4 area, 40% of available bank card credit is being utilized". This measure is a key indicator to determine capacity to pay. Bank credit	Used Bank Credit Card Balance to Credit Limit Available Percentage: 0-99

For Additional Detail



cards are defined as unsecured or secured credit cards issued by a bank, national card company or credit union which includes revolving and open type accounts.

BANKCC_NEWAGE

Average minimum age of all bank card accounts on file (i.e. newest). This measure is a key indicator to determine capacity to pay. Bank credit cards are defined as unsecured or secured credit cards issued by a bank, national card company or credit union which includes revolving and onen type accounts.

Average Min Age for Newest Bank Credit Card: 0-299

InMarket Attributes:

Output Field	Description	Return Values
IMS_INSUR_HOME	Verisk's InMarket Scores measure a consumer's likelihood to be in-market for home insurance. The score assesses a combination of recency, frequency, and depth of shopping behavior, as well as hundreds of household and consumer level characteristics to determine an individual's propensity to exhibit in-market behavior. Records scored with a "1" represent the highest confidence levels of in-market behavior. Records scored with an "8" have the lowest likelihood to exhibit in-market behavior, representing records with the lowest confidence levels or lacking any intelligence to indicate the record is in-market.	InMarket Home Insurance Values Ranges: 1-8 1: Highest Likelihood to be Inmarket for Home Insurance 8: Lowest Likelihood to be Inmarket for Home Insurance
IMS_INSUR_AUTO	Verisk's InMarket Scores measure a consumer's likelihood to be in-market for Auto insurance. The score assesses a combination of recency, frequency, and depth of shopping behavior, as well as hundreds of household and consumer level characteristics to determine an individual's propensity to exhibit in-market behavior. Records scored with a "1" represent the highest confidence levels of in-market behavior. Records scored with an "8" have the lowest likelihood to exhibit in-market behavior, representing records with the lowest confidence levels or lacking any intelligence to indicate the record is in-market.	InMarket Auto Insurance Values Ranges: 1-8 1: Highest Likelihood to be Inmarket for Auto Insurance 8: Lowest Likelihood to be Inmarket for Auto Insurance
IMS_INSUR_LIFE	Verisk's InMarket Scores measure a consumer's likelihood to be in-market for Life insurance. The score assesses a combination of recency, frequency, and depth of shopping behavior, as well as hundreds of household and consumer level characteristics to determine an individual's propensity to exhibit in-market behavior. Records scored with a "1" represent the highest confidence levels of in-market behavior. Records scored with an "8" have the lowest likelihood to exhibit in-market behavior, representing records with the lowest confidence levels or lacking any intelligence to indicate the record is in-market.	InMarket Life Insurance Values Ranges: 1-8 1: Highest Likelihood to be Inmarket for Life Insurance 8: Lowest Likelihood to be Inmarket for Life Insurance
IMS_INSUR_GENERAL	Verisk's InMarket Scores measure a consumer's likelihood to be in-market for health insurance although the specific health insurance category has not yet been identified. The score assesses a combination of recency, frequency, and depth of shopping behavior, as well as hundreds of household and consumer level characteristics to determine an individual's propensitity to exhibit in-market behavior. Records scored with a "1" represent the highest confidence levels of in-market behavior. Records scored with an "8" have the lowest likelihood to exhibit in-market behavior, representing records with the lowest confidence levels or lacking any intelligence to indicate the record is inmarket.	InMarket General Insurance Values Ranges: 1-8 1: Highest Likelihood to be In- market for Insurance (General) 8: Lowest Likelihood to be In-market for Insurance (General)
IMS_INSUR_HLTH_DENTAL	Verisk's InMarket Scores measure a consumer's likelihood to be in-market for dental health insurance. The score assesses a combination of recency, frequency, and depth of shopping behavior, as well as hundreds of household and consumer level characteristics to determine an individual's propensity to exhibit in-market behavior. Records scored with a "1" represent the highest confidence levels of in-market behavior. Records scored with an "8" have the lowest likelihood to exhibit in-market behavior, representing records with the lowest confidence levels or lacking any intelligence to indicate the record is in-market.	InMarket Dental Health Insurance Values Ranges: 1-8 1: Highest Likelihood to be In- market for Dental Health Insurance 8: Lowest Likelihood to be In-market for Dental Health Insurance
IMS_INSUR_HLTH_SHORTTERM	Verisk's InMarket Scores measure a consumer's likelihood to be in-market for short-term health insurance. The score assesses a combination of recency, frequency, and depth of shopping behavior, as well as hundreds of household and consumer level characteristics to determine an individual's propensity to exhibit in-market behavior. Records scored with a "1" represent the highest confidence levels of in-market behavior. Records scored with an "8" have the lowest likelihood to exhibit in-market behavior, representing records with the lowest confidence levels or lacking any intelligence to indicate the record is in-market.	InMarket Short-term Health Insurance Values Ranges: 1-8 1: Highest Likelihood to be In- market for Short-term Health Insurance 8: Lowest Likelihood to be In-market for Short-term Health Insurance
IMS_INSUR_HLTH_DISABILITY	Verisk's InMarket Scores measure a consumer's likelihood to be in-market for disability health insurance. The score assesses a combination of recency, frequency, and depth of shopping behavior, as well as hundreds of household and consumer level characteristics to determine an individual's propensity to exhibit in-market behavior. Records scored with a "1" represent the highest confidence levels of in-market behavior. Records scored with an "8" have the lowest likelihood to exhibit in-market behavior,	InMarket Disability Health Insurance Values Ranges: 1-8 1: Highest Likelihood to be Inmarket for Disability Health Insurance 8: Lowest Likelihood to be In-market for Disability Health Insurance



	representing records with the lowest confidence levels or lacking any intelligence to indicate the record is in-market.	
IMS_INSUR_HLTH_MEDICARESUPP	Verisk's InMarket Scores measure a consumer's likelihood to be in-market for Medicare Supplement health insurance. The score assesses a combination of recency, frequency, and depth of shopping behavior, as well as hundreds of household and consumer level characteristics to determine an individual's propensity to exhibit in-market behavior. Records scored with a "1" represent the highest confidence levels of in-market behavior. Records scored with an "8" have the lowest likelihood to exhibit in-market behavior, representing records with the lowest confidence levels or lacking any intelligence to indicate the record is in-market.	InMarket Medicare Supplement Health Insurance Values Ranges: 1- 8 1: Highest Likelihood to be Inmarket for Medicare Supplement Health Insurance 8: Lowest Likelihood to be Inmarket for Medicare Supplement Health Insurance
IMS_INSUR_HLTH_MEDICAREADV	Verisk's InMarket Scores measure a consumer's likelihood to be in-market for Medicare Advantage health insurance. The score assesses a combination of recency, frequency, and depth of shopping behavior, as well as hundreds of household and consumer level characteristics to determine an individual's propensity to exhibit in-market behavior. Records scored with a "1" represent the highest confidence levels of in-market behavior. Records scored with an "8" have the lowest likelihood to exhibit in-market behavior, representing records with the lowest confidence levels or lacking any intelligence to indicate the record is in-market.	InMarket Medicare Advantage Health Insurance Values Ranges: 1-8 1: Highest Likelihood to be Inmarket for Medicare Advantage Health Insurance 8: Lowest Likelihood to be Inmarket for Medicare Advantage Health Insurance
IMS_INSUR_HLTH_MEDICAREGENERAL	Verisk's InMarket Scores measure a consumer's likelihood to be in-market for Medicare Health insurance (general). The score assesses a combination of recency, frequency, and depth of shopping behavior, as well as hundreds of household and consumer level characteristics to determine an individual's propensity to exhibit in-market behavior. Records scored with a "1" represent the highest confidence levels of in-market behavior. Records scored with an "8" have the lowest likelihood to exhibit in-market behavior, representing records with the lowest confidence levels or lacking any intelligence to indicate the record is in-market. Verisk's InMarket Scores measure a consumer's likelihood to be in-market for home insurance. The score assesses a combination of recency, frequency, and depth of shopping behavior, as well as hundreds of household and consumer level characteristics to determine an individual's propensity to exhibit in-market behavior. Records scored with a "1" represent the highest confidence levels of in-market behavior, representing records with the lowest confidence levels or lacking any intelligence to indicate the record is in-market.	InMarket Medicare Health Insurance (General) Values Ranges: 1-8 1: Highest Likelihood to be Inmarket for Medicare Health Insurance (General) 8: Lowest Likelihood to be Inmarket for Medicare Health Insurance (General)
IMS_INSUR_HLTH_GENERAL	Verisk's InMarket Scores measure a consumer's likelihood to be in-market for Health insurance (general). The score assesses a combination of recency, frequency, and depth of shopping behavior, as well as hundreds of household and consumer level characteristics to determine an individual's propensity to exhibit in-market behavior. Records scored with a "1" represent the highest confidence levels of in-market behavior. Records scored with an "8" have the lowest likelihood to exhibit in-market behavior, representing records with the lowest confidence levels or lacking any intelligence to indicate the record is in-market.	InMarket Health Insurance (General) Values Ranges: 1-8 1: Highest Likelihood to be Inmarket for Health Insurance (General) 8: Lowest Likelihood to be In-market for Health Insurance (General)
IMS_INSUR_HLTH_OVERALL	Verisk's InMarket Scores measure a consumer's likelihood to be in-market for health insurance (overall). The score assesses a combination of recency, frequency, and depth of shopping behavior, as well as hundreds of household and consumer level characteristics to determine an individual's propensity to exhibit in-market behavior. Records scored with a "1" represent the highest confidence levels of in-market behavior. Records scored with an "8" have the lowest likelihood to exhibit in-market behavior, representing records with the lowest confidence levels or lacking any intelligence to indicate the record is in-market.	InMarket Health Insurance (Overall) Values Ranges: 1-8 1: Highest Likelihood to be Inmarket for Health Insurance (Overall) 8: Lowest Likelihood to be Inmarket for Health Insurance (Overall)
IMS_INSUR_OVERALL	Verisk's InMarket Scores measure a consumer's likelihood to be in-market for insurance (overall). The score assesses a combination of recency, frequency, and depth of shopping behavior, as well as hundreds of household and consumer level characteristics to determine an individual's propensity to exhibit in-market behavior. Records scored with a "1" represent the highest confidence levels of in-market behavior. Records scored with an "8" have the lowest likelihood to exhibit in-market behavior, representing records with the lowest confidence levels or lacking any intelligence to indicate the record is in-market.	InMarket Insurance (Overall) Values Ranges: 1-8 1: Highest Likelihood to be Inmarket for Insurance (Overall) 8: Lowest Likelihood to be Inmarket for Insurance (Overall)
IMS_MTG_NEWHOME	Verisk's InMarket Scores measure a consumer's likelihood to be in-market for a mortgage (overall) for a new home. The score assesses a combination of recency, frequency, and depth of shopping behavior, as well as hundreds of household and consumer level characteristics to determine an individual's propensity to exhibit inmarket behavior. Records scored with a "1" represent the highest confidence levels of in-market behavior. Records scored with an "8" have the lowest likelihood to exhibit inmarket behavior, representing records with the lowest confidence levels or lacking any intelligence to indicate the record is in-market.	InMarket New Home (Purchase) Mortgage Values Ranges: 1-8 1: Highest Likelihood to be Inmarket for New Home Mortgage 8: Lowest Likelihood to be Inmarket for New Home Mortgage
IMS_MTG_REFI	Verisk's InMarket Scores measure a consumer's likelihood to be in-market to refinance their mortgage. The score assesses a combination of recency, frequency, and depth of shopping behavior, as well as hundreds of household and consumer level characteristics to determine an individual's propensitity to exhibit in-market behavior. Records scored with a "1" represent the highest confidence levels of in-market behavior. Records scored with an "8" have the lowest likelihood to exhibit in-market behavior,	InMarket Refinance Mortgage Ranges: 1-8 1: Highest Likelihood to be Inmarket for Refinance Mortgage



	representing records with the lowest confidence levels or lacking any intelligence to indicate the record is in-market.	8: Lowest Likelihood to be In-market for Refinance Mortgage
IMS_MTG_HELOC	Verisk's InMarket Scores measure a consumer's likelihood to be in-market for a home equity line of credit (HELOC). The score assesses a combination of recency, frequency, and depth of shopping behavior, as well as hundreds of household and consumer level characteristics to determine an individual's propensity to exhibit in-market behavior. Records scored with a "1" represent the highest confidence levels of in-market behavior. Records scored with an "8" have the lowest likelihood to exhibit in-market behavior, representing records with the lowest confidence levels or lacking any intelligence to indicate the record is in-market.	InMarket HELOC Mortgage Ranges: 1-8 1: Highest Likelihood to be Inmarket for Refinance Mortgage 8: Lowest Likelihood to be Inmarket for Refinance Mortgage
IMS_MTG_REVERSE	Verisk's InMarket Scores measure a consumer's likelihood to be in-market for reverse mortgage. The score assesses a combination of recency, frequency, and depth of shopping behavior, as well as hundreds of household and consumer level characteristics to determine an individual's propensity to exhibit in-market behavior. Records scored with a "1" represent the highest confidence levels of in-market behavior. Records scored with an "8" have the lowest likelihood to exhibit in-market behavior, representing records with the lowest confidence levels or lacking any intelligence to indicate the record is in-market.	InMarket Reverse Mortgage Values Ranges: 1-8 1: Highest Likelihood to be In- market for Reverse Mortgage 8: Lowest Likelihood to be In-market for Reverse Mortgage
IMS_MTG_GENERAL	Verisk's InMarket Scores measures a consumer's likelihood to be in-market for insurance in one or more of the health insurance categories (dental, short-term, disability, Medicare and/or general interest). The score assesses a combination of recency, frequency, and depth of shopping behavior, as well as hundreds of household and consumer level characteristics to determine an individual's propensitity to exhibit in-market behavior. Records scored with a "1" represent the highest confidence levels of in-market behavior, representing records with an "8" have the lowest likelihood to exhibit in-market behavior, representing records with the lowest confidence levels or lacking any intelligence to indicate the record is in-market.	InMarket Mortgage (General) Values Ranges: 1-8 1: Highest Likelihood to be Inmarket for Mortgage (General) 8: Lowest Likelihood to be Inmarket for Mortgage (General)
IMS_MTG_OVERALL	Verisk's InMarket Scores measures a consumer's likelihood to be in-market for a mortgage in one or more of the mortgage categories (new home, refinance, HELOC, reverse and/or general interest). The score assesses a combination of recency, frequency, and depth of shopping behavior, as well as hundreds of household and consumer level characteristics to determine an individual's propensitity to exhibit inmarket behavior. Records scored with a "1" represent the highest confidence levels of in-market behavior. Records scored with an "8" have the lowest likelihood to exhibit inmarket behavior, representing records with the lowest confidence levels or lacking any intelligence to indicate the record is in-market.	InMarket Mortgage (Overall) Values Ranges: 1-8 1: Highest Likelihood to be Inmarket for Mortgage (Overall) 8: Lowest Likelihood to be In-market for Mortgage (Overall)
IMS_EDUCATION	Verisk's InMarket Scores measure a consumer's likelihood to be in-market for higher education. The score assesses a combination of recency, frequency, and depth of shopping behavior, as well as hundreds of household and consumer level characteristics to determine an individual's propensitity to exhibit in-market behavior. Records scored with a "1" represent the highest confidence levels of in-market behavior. Records scored with an "8" have the lowest likelihood to exhibit in-market behavior, representing records with the lowest confidence levels or lacking any intelligence to indicate the record is in-market.	InMarket Higher Education Values Ranges: 1-8 1: Highest Likelihood to be In- market for Higher Education 8: Lowest Likelihood to be In-market for Higher Education
IMS_JOBS	Verisk's InMarket Scores measure a consumer's likelihood to be in-market for a job. The score assesses a combination of recency, frequency, and depth of shopping behavior, as well as hundreds of household and consumer level characteristics to determine an individual's propensity to exhibit in-market behavior. Records scored with a "1" represent the highest confidence levels of in-market behavior. Records scored with an "8" have the lowest likelihood to exhibit in-market behavior, representing records with the lowest confidence levels or lacking any intelligence to indicate the record is in-market.	InMarket Jobs Values Ranges: 1-8 1: Highest Likelihood to be Inmarket for Jobs 8: Lowest Likelihood to be Inmarket for Jobs
IMS_HOMEBUYER	Verisk's InMarket Scores measure a consumer's likelihood to be in-market to buy a home. The score assesses a combination of recency, frequency, and depth of shopping behavior, as well as hundreds of household and consumer level characteristics to determine an individual's propensity to exhibit in-market behavior. Records scored with a "1" represent the highest confidence levels of in-market behavior. Records scored with an "8" have the lowest likelihood to exhibit in-market behavior, representing records with the lowest confidence levels or lacking any intelligence to indicate the record is in-market.	InMarket Homebuyers Values Ranges: 1-8 1: Highest Likelihood to be Inmarket for Buying Home 8: Lowest Likelihood to be Inmarket for Buying Home
IMS_AUTOSALES	Verisk's InMarket Scores measure a consumer's likelihood to be in-market for a new or used car. The score assesses a combination of recency, frequency, and depth of shopping behavior, as well as hundreds of household and consumer level characteristics to determine an individual's propensitity to exhibit in-market behavior. Records scored with a "1" represent the highest confidence levels of in-market behavior. Records scored with an "8" have the lowest likelihood to exhibit in-market behavior, representing records with the lowest confidence levels or lacking any intelligence to indicate the record is in-market.	InMarket Auto Sales Values Ranges: 1-8 1: Highest Likelihood to be Inmarket for Auto Sales 8: Lowest Likelihood to be Inmarket for Auto Sales
IMS_HOMESERVICES	Verisk's InMarket Scores measure a consumer's likelihood to be in-market for home services (e.g. home improvement, home security system installation, solar panel installation). The score assesses a combination of recency, frequency, and depth of shopping behavior, as well as hundreds of household and consumer level characteristics to determine an individual's propensitity to exhibit in-market behavior.	InMarket Home Services Values Ranges: 1-8 1: Highest Likelihood to be Inmarket for Home Services

For Additional Detail



	Records scored with a "1" represent the highest confidence levels of in-market behavior. Records scored with an "8" have the lowest likelihood to exhibit in-market behavior, representing records with the lowest confidence levels or lacking any intelligence to indicate the record is in-market.	8: Lowest Likelihood to be In-market for Home Services
IMS_FISERV_GENERAL	Verisk's InMarket Scores measure a consumer's likelihood to be in-market for financial services. The score assesses a combination of recency, frequency, and depth of shopping behavior, as well as hundreds of household and consumer level characteristics to determine an individual's propensitity to exhibit in-market behavior. Records scored with a "1" represent the highest confidence levels of in-market behavior. Records scored with an "8" have the lowest likelihood to exhibit in-market behavior, representing records with the lowest confidence levels or lacking any intelligence to indicate the record is in-market.	InMarket Financial Services (General) Values Ranges: 1-8 1: Highest Likelihood to be Inmarket for Financial Services (General) 8: Lowest Likelihood to be In-market for Financial Services (General)
IMS_ONLINE_LEADGEN	Verisk's InMarket Scores measure a consumer's likelihood to be online, exhibiting inmarket behaviors. The score assesses a combination of recency, frequency, and depth of shopping behavior, as well as hundreds of household and consumer level characteristics to determine an individual's propensitity to exhibit in-market behavior. Records scored with a "1" represent the highest confidence levels of in-market behavior. Records scored with an "8" have the lowest likelihood to exhibit in-market behavior, representing records with the lowest confidence levels or lacking any intelligence to indicate the record is in-market.	InMarket Online Lead Generation Values Ranges: 1-8 1: Highest Likelihood to be In- market for Online Lead Gen 8: Lowest Likelihood to be In-market for Online Lead Gen

Connex Clusters:

Output Field	Description	Return Values
HHCLSTRDCD	Assigned cluster code for Household Cluster. <u>See Connex HouseHold Clusters</u> <u>Table.</u>	3 characters
NEIGHBORHOOD_CLSTRDCD	Assigned cluster code for Neighborhood Cluster. <u>See Connex Neighborhood</u> <u>Clusters Table</u>	2 characters
FMCLSTRDCD	Assigned cluster code for Family Cluster. <u>See Connex Family Clusters Table</u>	2 characters
MESSAGING_CLSTRDCD	Assigned cluster code for Messaging Cluster. <u>See Connex Messaging Clusters</u> <u>Table</u>	2 characters
DIGITALCLSTRDCD	Target consumers based on their online social media and mobile behaviors, preferences and buying habits. <u>See Connex Digital Clusters Table</u>	2 characters
GENERATION_CLSTRDCD	Ideal for reaching consumers at specific life stages, as well as for marketing strategies that align with generational attitudes and experiences. See Connex Generation Clusters Table	2 characters
GENERATION_GRPCD	Assigned cluster code for Generation Cluster. <u>See Connex Generation Groups</u> <u>Table</u>	2 characters
LIFESTG_CLSTRD	Develop messaging strategies based on significant milestones in consumers' lives including career, marriage, children, retirement, and more. See Connex Life Stage Clusters Table	3 characters
LIFESTG_GRPCD	Assigned cluster code for Life Stage groups Cluster. <u>See Connex Life Stage Groups Table</u>	2 characters

How do I test my API Integration?

For Additional Detail



Following these steps will ensure all test data is excluded from Production tables and will remain separate from data analysis.

Include the test parameter in the API call (&test=1)

Example Request:

https://api.leadid.com/SingleQuery?lac={ACCOUNTCODE}&id={LEADIDTOKEN}&lak={AUDIT KEY}&lpc={PROVIDERCODE}&data={DATA}&test=1

NOTE

- If '&test=1' is not included exactly as &test=1, data will be written to Production tables.
- Send the full API string that was used for the tests to the VMS Support Team (vmssupport@jornaya.com).
- Ensure that you use different LeadiD tokens for each API call throughout your testing.
- The best practice is to not perform a query on the same LeadiD more than 5 times.
- Please be sure to wait for confirmation from the Support Team prior to launching the changes into Production.

Appendix A: JSON API Example

Example Request:

https://api.leadid.com/SingleQuery?lac={ACCOUNTCODE}&data=FullName=randomFullName&FName=FName&LName=LName&Address1=Address1&Address2=Address2&City=City&State=State&Zip=Zip&Phone=Phone&Phone2*Email=Email

Example Output without a leadiD token:

```
"audit":

{
    "error":
    {
        "code": 1000,
        "message": "No LeadiD set"
    },
    "market":
    {
        "ConsumerData":
        {
```



```
"IDScores":
  "raw_response":
    "Detail":
      "Raw":
        "PhoneOwnerIDValidation":
           "Phone":
             "PhoneType": "W"
        }
      },
      "IDScores":
        "ValidAddress": "100",
        "ValidPhone": "100",
        "ValidEmail": "100",
        "ValidName": "100",
        "Deceased": "100",
        "NameToPhone": "0",
        "NameToEmail": "100",
        "NameToAddress": "100",
        "AddressToPhone": "0",
        "AddressToEmail": "100",
        "PhoneToEmail": "10",
        "USLocation": "",
        "ValidPhone2": ""
        "NameToPhone2": "",
        "AddressToPhone2": "",
        "Phone2ToEmail": "",
        "PhoneConfidenceScore": "100",
        "Phone2ConfidenceScore": "",
        "AddressConfidenceScore": "80",
        "ValidCount": "5",
        "LinkageCount": "2.9",
        "RiskFlagCount": "0",
        "ValidationSummary": "PASS",
        "LinkageSummary": "PASS",
        "RiskFlagSummary": "PASS",
        "IDVerifyScore": "95",
        "ValidZip": "100",
        "ZipToPhone": "0"
 }
"ConsumerAttributes":
  "raw_response":
    "output":
```



```
"results":
    "matchLevel": 1,
    "attributes":
      "coreDemographics":
        "AGE": 44,
        "AGE_RANGE_COMBINED": "C",
        "AGE_RANGE_ESTIMATED": "C",
        "AGE_RANGE_INFERRED": null,
        "CHILD": "Y",
        "CHILDAGECD_11_15": "Y",
        "CHILDAGECD_16_17": "Y",
        "CHILDAGECD_6": "Y",
        "CHILDAGECD_6_10": "Y",
        "CHILDNBRCD": "C",
        "EHI": null,
        "EHI_V2": "J",
        "ETHNICITYCD": null,
        "GENDER": "M",
        "HOMEOWNERCD": "H",
        "LANGUAGECD": "E1",
        "MARRIEDCD": "M",
        "WEALTHSCR": null,
        "WEALTHSCR_V2": "H"
     },
      "supplementalDemographics":
     {
        "CENSPCT_ADULT_AGE1824": 13,
        "CENSPCT_ADULT_AGE2534": 21,
        "CENSPCT_ADULT_AGE3544": 22,
        "CENSPCT_ADULT_AGE4554": 19,
        "CENSPCT_ADULT_AGE5564": 15,
        "CENSPCT_ADULT_AGEGE65": 10,
        "CENSPCT_HH_FAMILY": 79,
        "CENSPCT_HH_FAMILY_HUSBWIFE": 58,
        "CENSPCT_HU_OCCUPIED": 95,
        "CENSPCT_HU_OWNED": 75,
        "CENSPCT_HU_RENTED": 20,
        "CENSPCT_HU_VACANTSEASONAL": 0,
        "CENSPCT_POP_AGELT18": 29,
        "CENSPCT_POP_AMERIND": 0,
        "CENSPCT_POP_ASIAN": 8,
        "CENSPCT_POP_BLACK": 22,
        "CENSPCT_POP_HISPANIC": 28,
        "CENSPCT_POP_MALES": 49,
        "CENSPCT_POP_MULTIRACE": 4,
        "CENSPCT_POP_OTHRACE": 12,
        "CENSPCT_POP_PACISL": 0,
        "CENSPCT_POP_WHITE": 54,
        "CENSPCT_WATER": 1,
```



```
"CENS_HH_AVGSIZE": 3,
  "CENS_HU_DENSITY": 1059,
  "CENS_POP_DENSITY": 3253,
  "CENS_POP_MEDAGE": 33,
  "CHARITYDNR": null,
  "CREDITCARD": "Y",
  "EDUCATIONCD": "B",
  "HHNBR": 3,
  "HHNBRSR": null,
  "LOR": 7,
  "OCCUPATIONCD": null,
  "OCCUPATIONCD_V2": "D",
  "RELIGIONCD": null,
  "SGLPARENT": null,
  "SOHOCD": null,
  "SPANISHSPCD": null,
  "VETERANCD": null
},
"autoInformation":
  "AUDI_AFFINITY": 1,
  "AUTOS":
      "FUELTYPECD": "G",
      "INFERREDDATE": "G",
      "MAKE": "DODGE",
      "MFGCD": "C",
      "MILEAGECD": null,
      "MODEL": "GRAND CARAVAN",
      "STYLECD": "VAN",
      "VEH_CLASS": "MINIVAN",
      "VIN": "1FUYK03426GA13558",
      "YEAR": "2007"
    },
    {
      "FUELTYPECD": "G",
      "INFERREDDATE": "G",
      "MAKE": "FORD",
      "MFGCD": "F",
      "MILEAGECD": "B",
      "MODEL": "FREESTYLE",
      "STYLECD": "WAGON",
      "VEH_CLASS": null,
      "VIN": "1FUYK03426GA13500",
      "YEAR": "2006"
    },
 ],
  "BMW_AFFINITY": 1,
  "CADILLAC_AFFINITY": 1,
  "CHEVROLET_AFFINITY": 1,
  "CHRYSLER_AFFINITY": 1,
  "COUPE_AFFINITY": 1,
  "DODGE_AFFINITY": 3,
  "FORD_AFFINITY": 5,
```



```
"GMC_AFFINITY": 1,
 "HONDA_AFFINITY": 1,
 "HYBRID_AFFINITY": 1,
 "HYUNDAI_AFFINITY": 1,
 "INFINITI_AFFINITY": 1,
 "IN_MARKET_NEW_SCORE": 22,
 "IN_MARKET_NEW_SEGMENTS": 2,
 "IN_MARKET_USED_SCORE": 32,
 "IN_MARKET_USED_SEGMENTS": 2,
 "JEEP_AFFINITY": 2,
 "LANDROVER_AFFINITY": 1,
 "LEXUS_AFFINITY": 1,
 "LINCOLN_AFFINITY": 1,
 "MERCEDESBENZ_AFFINITY": 1,
 "NISSAN_AFFINITY": 1,
 "SEDAN_AFFINITY": 1,
 "SUV_AFFINITY": 2,
 "TOYOTA_AFFINITY": 1,
 "TRUCK_AFFINITY": 1,
 "VAN_AFFINITY": 3,
 "VOLVO_AFFINITY": 1
"propertyInformation":
 "AVM_ESTIMATE": 303960,
 "AVM_ESTIMATE_ERROR": 57169,
 "AVM_ESTIMATE_PCT_ERROR": 188,
 "HEQUITY_CONF": 1,
 "HEQUITY_EST": 108546,
 "MORTGAGE_INFORMATION":
 [
   {
     "PROP_LENDERNAME": "HM INC",
     "PROP_MTGAMT": "279837",
     "PROP_MTGDATE": "20200731",
     "PROP_MTGDUEDATE": "20500801",
     "PROP_MTGINTRATE": "30200",
     "PROP_MTGINTRATETYPE": "FIX",
     "PROP_MTGLOANCD": null,
     "PROP_MTGREFICD": null,
     "PROP_MTGTERM": "30",
     "PROP_RMSEQUITYCD": null
   },
 ],
 "PROP_AC": "ACE",
 "PROP_ACRES": "2000",
 "PROP_ADJGROSSSQFT": null,
 "PROP_APPRAISED_IMPVAL": null,
 "PROP_APPRAISED_VAL": null,
 "PROP_ASSED_IMPVAL": "81052",
 "PROP_ASSED_VAL": "104154",
 "PROP_BATHS": "300",
 "PROP_BATHSCALC": "300",
 "PROP_BEDRMS": null,
 "PROP_BLDSQFT": "3131",
```



```
"PROP_BLDSQFTIND": "L",
  "PROP_CNSTRTYPE": null,
  "PROP_COND": null,
  "PROP_EFFYRBLD": null,
  "PROP_ENERGY": null,
  "PROP_EXTNW": null,
  "PROP_FLR": null,
  "PROP_FND": null,
  "PROP_FRPL": "Y",
  "PROP_FUEL": null,
  "PROP_FULLBATHS": "2",
  "PROP_GAR": "450",
  "PROP_GROSSSQFT": null,
  "PROP_HEAT": null,
  "PROP_HOMESTEAD": null,
  "PROP_IMP_VALCALC": "81052",
  "PROP_IMP_VALCALC_IND": "A",
  "PROP_IND": "10",
  "PROP_LANDSQFT": "8641",
  "PROP_LCTN_INFL": null,
  "PROP_LIVINGSQFT": "2713",
  "PROP_LOANTOVAL": "93",
  "PROP_MOBHOME": null,
  "PROP_MRKTVAL": "312462",
  "PROP_MRKT_IMPVAL": "243156",
  "PROP_OWNERCD": null,
  "PROP_OWNEROCC": "Y",
  "PROP_POOL": null,
  "PROP_QLTY": null,
  "PROP_RMS": null,
  "PROP_ROOFCOVER": null,
  "PROP_ROOFTYPE": null,
  "PROP_SALEAMT": "285000",
  "PROP_SALECD": null,
  "PROP_SALEDATE": "20200729",
  "PROP_SALESDEEDCD": null,
  "PROP_SALESTRANSCD": "1",
  "PROP_SEWER": null,
  "PROP_STORIESCD": "20",
  "PROP_STYLE": null,
  "PROP_TAXAMT": "1153892",
  "PROP_TAXYR": "2022",
  "PROP_UNVBLDSQFT": "2713",
  "PROP_VALCALC": "104154",
  "PROP_VAL_CALCIND": "A",
  "PROP_VIEW": null,
  "PROP_WATER": null,
  "PROP_XMTVET": null,
  "PROP_XMT_DISABLED": null,
  "PROP_YRBLD": "2003"
},
"geoCredit":
  "ANYCR_INQUIRY": 36,
  "BANKCC_HAVEACCNT": 43,
```



```
"BANKCC_NEWAGE": 24,
                "BANKCC_UTILIZATION": 99,
                "TOTALCR_PASTDUE_3059D": 9,
                "TOTALCR_PASTDUE_60D": 36,
                "TOTALCR_SEVDEROG": 27,
                "TOTALCR_UTILIZATION": 74,
                "VANTAGE_SCR": 692,
                "VANTAGE_SCR_RNG": "D"
             },
              "inMarketScores":
                "IMS_AUTOSALES": 8,
                "IMS_EDUCATION": 8,
                "IMS_FISERV_GENERAL": 8,
                "IMS_HOMEBUYER": 7,
                "IMS_HOMESERVICES": 6,
                "IMS_INSUR_AUTO": 5,
                "IMS_INSUR_GENERAL": 8,
                "IMS_INSUR_HLTH_DENTAL": 8,
                "IMS_INSUR_HLTH_DISABILITY": 8,
                "IMS_INSUR_HLTH_GENERAL": 8,
                "IMS_INSUR_HLTH_MEDICAREADV": 8,
                "IMS_INSUR_HLTH_MEDICAREGENERAL": 8,
                "IMS_INSUR_HLTH_MEDICARESUPP": 8,
                "IMS_INSUR_HLTH_OVERALL": 8,
                "IMS_INSUR_HLTH_SHORTTERM": 8,
                "IMS_INSUR_HOME": 8,
                "IMS_INSUR_LIFE": 8,
                "IMS_INSUR_OVERALL": 8,
                "IMS_JOBS": 8,
                "IMS_MTG_GENERAL": 5,
                "IMS_MTG_HELOC": 4,
                "IMS_MTG_NEWHOME": 8,
                "IMS_MTG_OVERALL": 4,
                "IMS_MTG_REFI": 6,
                "IMS_MTG_REVERSE": 8,
                "IMS_ONLINE_LEADGEN": 8
           }
         }
       ]
     }
 }
},
"IDCompletion":
  "raw_response":
    "output":
        "results":
```



```
"completion":
  "names":
      "firstName": "JOHN",
      "lastName": "SMITH",
      "middleName": "",
       "suffix": "",
      "busName": ""
    }
 ],
  "addresses":
       "houseNumber": "55",
      "predir": "",
      "streetName": "CALL",
      "streetType": "ST",
       "postdir": "",
       "aptType": "",
       "city": "MIAMI",
       "st": "FL",
       "zip": "",
       "zip4": "",
       "dpc": "886",
       "crte": "C033",
      "cnty": "197",
      "z4type": "S",
      "dpv": "Y",
      "deliverable": "Y",
       "lastSeen": "20240820"
    }
 ],
  "phones":
       "phone": "1234567890",
      "phoneType": "W",
      "did": "",
      "recordType": "R",
       "firstSeen": "20190512",
      "lastSeen": "20240131",
      "telcoName": "VERIZON",
      "matchLevel": "H"
    }
 ],
  "emails":
  [
       "email": "JOHNSMITH@GMAIL.COM",
      "suppressionCode": "N",
      "urlSources": "GOOGLE.COM",
      "lastSeen": "20241004",
      "matchLevel": "I"
```

For Additional Detail



}

Appendix B: API Response Codes

The following is a table of potential output response codes & messages.

Output Field Description

