



Market Share Reports

Brought to you by the Title Data Family of Companies – Texas Based, Texas Strong

General

Title Data prepares, each month, title company market share reports for the following Houston-area counties: Harris, Brazoria, Chambers, Fort Bend, Galveston, Jefferson, Liberty, Montgomery and Waller County. Market share reports are posted to the *Support* section of our website, www.titledata.com, and are usually available by the 7th [Harris], 15th [Brazoria, Fort Bend, Galveston, Jefferson, and Montgomery] or 20th [Chambers, Liberty and Waller] calendar day of each month. A customer is able to view and print market share reports for the last 24 months for each Houston-area county under subscription, plus the *All Counties* report. In addition, customers can create customized market share reports, by zip code and on the fly, for those areas under subscription.

Accessing Market Share Information

- click on *Support*
- enter your company's User ID and administrative password [these are identifiers which permit access to this portion of our website but cannot run searches; they may be shared with anyone; if you do not know your User ID or administrative password, please contact our Customer Support Department for assistance].
- click on the "I accept..." box
- click on the *Login* button
- click on *Market Share*
- select report type from the drop down menu, then follow instructions

Receiving Credit for a Transaction

- A title company is given credit for closing a transaction when the title company's name appears somewhere in the margin of the document.
- We recommend that you place your title company name on the document with clearly written black letters.
- A customer's total market share equals Financed Sales + Cash Sales + Refinanced Sales + New Home Sales + REO Sales

How We Classify Transactions

1. Type of Transaction

- *Financed Sale*: deed with a matching deed of trust (the deed of trust must be recorded within 10 calendar days of the deed; does not include New Home Sales).
- *Cash Sale*: deed without a matching deed of trust (no deed to trust is recorded within 10 calendar days of the deed); does not include New Home Sales.
- *Refinance Sale*: deed of trust only (no deed is recorded within 10 calendar days of the deed of trust).
- *New Home Sale*: first deed for a lot in a subdivision where the grantee is an individual (and not a commercial entity).
- *REO Sale*: The prior conveyance instrument in the property chain is a trustee's deed: does not include commercial REOs.

2. Residential vs. Commercial

- *Commercial Transactions:* 1) acreage properties (i.e., tracts which are legally described by metes and bounds *and* which are not contained within a subdivision), 2) properties from known commercial subdivisions, and 3) subdivision reserve properties.
- *Residential Transactions:* subdivision properties (i.e., lot and block parcels which are not contained within a known commercial subdivision).

3. Other Assumptions

- Deeds with multiple properties are classified as commercial or residential based upon the first legal description on the deed.
- Two deeds with the same property description that are recorded on the same day are counted as one deed.