

### What is Market Prospector?

Market Prospector is an easy-to-use software program that provides powerful selection, sorting, analysis, and reporting tools using county parcel data, homeowner data, census data, and related information. Market Prospector represents an opportunity for businesses to generate more accurate and efficient direct mail and marketing campaigns – while saving time and money! Market Prospector software was designed for the Microsoft Windows® Operating System (98SE, NT, 2000, XP, and Vista).

### Who Uses Market Prospector Software?

Market Prospector is used by a wide variety of individuals and companies. Almost anyone who has a product or service to market to a property owner can benefit from Market Prospector. Some of the many users include: insurance agents, caterers, doctors and dentists, landscaping firms, lawn services, electricians, plumbers, general contractors, pool companies, exterminators, garage door companies, etc.

### Key Features:

- Installs quickly and easily onto laptops, computers, corporate LANs, etc.
- Users can be up and running *and productive* in as little as 5 minutes!
- Simple “drag and drop” interface allows users to quickly and easily specify their selection criteria ... over 60 separate selection criteria to choose from!
- Ability to select up to 12 different selection criteria per search request
- Ability to sort result lists up to 5 different ways
- Multiple data views and reports allow users to tailor output to meet their needs
- Integrated preview and printing for all report views
- Integrated mailing label generation with support for hundreds of label types
- Integrated RTF word processor allows users to create letters directly ... no more mail merge
- Ability to print addresses directly onto all common forms of business envelopes
- Ability to export data directly to common file formats (Word, Excel, PDF)
- Fully integrated context-sensitive Help system included
- CASS-certified owner addresses and property addresses
- Databases updated and cleansed every month
- Annual subscription service includes: county-specific data, software installation programs, monthly database during the year, and technical support.