

Market Share Reports

General

Each month, Title Data prepares market share reports for the counties where we maintain title plants. Market share reports are posted to the *Support* section of our website, www.titledata.com, and are usually available between the 15th and 20th calendar day of the following month. Title Data's Subscribers are able to view and print market share reports for each county under subscription and can create customized market share reports for those areas under subscription.

Accessing Market Share Information

- Click on *Support*
- Enter your company's User ID and administrative password. 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 menu, then follow the instructions

Associating a Title Company with a closed transaction

- A title company is associated with a transaction when the title company's name appears somewhere on the first or last page of a Deed and/or Deed of Trust.
 - We recommend that you place your title company name on the document that is clearly written and does not overlap the document's text.
- A title company's total market share equals New Home Sales + Resales + Refinances + REO + Commercial.

How to Read the Reports

- *Licensed Title Cos.* - includes all title companies licensed for a given county, whether they use Title Data's title plant or another vendor's title plant.
 - The market share for a particular title company is a percentage of the total transactions associated with a closed transaction for all title agents licensed in that associated county. Information regarding title agents who are licensed in that county is pulled from the Texas Department of Insurance web site on the first of each month.
- *Non-Licensed Title Cos.* - includes title companies who are not licensed for the county, but have recorded at least one Deed and/or Deed of Trust during the reporting period.
- *Unidentified* - In all counties, many of the Deed and/or Deed of Trust documents that have been recorded are either missing the title company's name (i.e. Return to ABC Title) or it may be illegible in the document due to where the stamp was placed. This population of transactions is noted as "Unidentified".

How We Classify Transactions

1. Type of Transaction:

- *New Home Sales*: first Deed for a lot in a subdivision where the grantee is an individual (and not a commercial entity).
- *Resales*: Deed (other than a New Home Sales deed) where the parcel is residential property (see below).
- *Refinances*: Deed of Trust only (no Deed is recorded within 10 calendar days of the Deed of Trust).
- *REO*: The prior conveyance instrument in the property chain is a trustee's Deed: does not include commercial REOs.
- *Commercial*: Deed where the parcel is commercial property (see below); includes commercial REOs.

2. Residential vs. Commercial:

- *Commercial Property*: 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 Property*: subdivision properties (i.e., lot and block parcels that 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 transaction.