

REALIST QUICK REFERENCE

Realist Search Techniques

Address Search – Use this search technique to search for a specific address.

- Select the desired state and county.
- The only two fields required are house number and street name. These are the only two fields we recommend that you input.
- Note: In the street name field just input the street name (ex: High) not the name and suffix (ex: High St).
- If searching a common street name (ex: High, Main, etc) you may also want to select a zip code.
- Click the Search button after inputting the desired search criteria.

Street Search – Use this search technique to search up to 10 streets at one time. This technique can also be used to search a block of properties on a street.

- Select the desired state and county.
- At a minimum fill out the street name.
- If desiring to search a block of properties input a low and high street number.
- Note: In the street name field just input the street name (ex: High) not the name and suffix (ex: High St).
- Click the Search button after inputting the desired search criteria.

Owner Name Search – Use this search technique to search for properties based on the owner's name.

- Select the desired state and county.
- Realist will search up to 2 owners per property even if the owners have different last names.
- At a minimum input owner last name.
- Inputting the owner first name is optional and can be used to further narrow matches.
- Click the Search button after inputting the desired search criteria.

Owner Phone Search – Use this search technique to search for residential properties based on phone number.

- Select the desired state and county.
- Enter all 10 digits of the phone number
- Realist cannot search for properties if the phone number is unlisted or if the phone number is registered with the government's Do Not Call list.
- Click the Search button after inputting the desired search criteria.

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APN/Tax ID Search – Use this search technique to search for properties based on their parcel number.

- Select the desired state and county.
- The parcel number must be input in the correct format. See the Realist FAQ section for information on the correct parcel formats for the different counties.
- Click the Search button after inputting the desired search criteria.

General Query Search – Use this search technique to perform wide-ranging searches.

- Select the desired state and county.
- Search based on physical characteristics, geographic options, owner info, and sales options.
- Click the Search button after inputting the desired search criteria.

Saved Searches – This allows a user to save search criteria from a Realist Search (ex: General Query or Street Search) usually for the purpose of defining a market area in which the user may wish to perform repeat mailings.

Creating a Saved Search

- Go to one of the available search techniques: Address, Street, Owner Name, Owner Phone, Parcel Number or General Query.
- Input the desired search criteria.
- Click the Save Search button.
- Give the search a name.
- Click the Save Search button.

Retrieving and Using a Saved Search

- Go to Saved Searches on the Top Menu bar in Realist.
- Click on the desired Saved Search name.
- To run the saved search with no changes to the search criteria click the Search button.

*Note: Only the search criteria is saved, not the matching properties.