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 **REAL  
ESTATE  
CENTER**  
Solutions Through Research

Texas A&M University  
College Station, Texas  
77843-2115  
409-845-2031

**Special Report**  
**Real Estate Market Research**  
**On-line Databases**

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Government Publications  
Texas State Documents

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## Real Estate Center

### Director

Dr. Richard L. Floyd

The Real Estate Center was created in 1971 by the Texas Legislature and placed at Texas A&M University.

The Center conducts a comprehensive program of research and education to meet the needs of many audiences, including the real estate industry, instructors and the general public.

A catalog describing hundreds of publications and computer programs is free for the asking. Write the Real Estate Center, Texas A&M University, College Station, Texas 77843-2115 or telephone 409-845-2031.

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**Solutions Through Research**

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## Foreword

**T**his report was first compiled in 1988 by Waldo Born, an assistant research economist with the Real Estate Center. The publication identifies databases with information on economics and capital markets that are linked to real estate and local economies. Most of the on-line databases included here serve a broad range of enterprises. Their value to the real estate industry lies in affording access to data necessary for informed decision-making and risk analysis in the real estate market.

Databases included represent only a segment of available data sources. Inclusion of any vendor or product is not an endorsement by the Real Estate Center. This publication does not replace competent professional advice about the accuracy or relevance of specific databases.

Since the report's initial release, several on-line services have ceased while numerous others have come on line. The current publication reflects these changes. In addition, the updated report includes a greater number of services directly related to real estate, particularly real estate brokerage. A new directory section, "Texas Real Estate Markets," was added to identify on-line data sources specific to Texas real estate and economic activities.

This reference has four sections: **Directory, Database Descriptions, Database Services and Producers** and an appendix containing a **Database Primer**. The **Directory** lists databases under broad categories based on the type of data provided. A page number refers the user to **Database Descriptions** (alphabetized by name). These descriptions provide: names of the on-line service and the data producer; data source; coverage; data description; update frequency; and cost. **Database Services and Producers** gives addresses and telephone numbers for the on-line service companies and data producers. The **Database Primer** contains technical information on databases, equipment and access.

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## Database Descriptions

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**Name:** American Marketplace

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**On-line Service:** Data-Star (PTBN); DIALOG Information Services, Inc.; NewsNet, Inc.

**Data Producer:** NewsNet, Inc.

**Source:** U.S. Departments of Commerce, Labor, Housing and Urban Development; Bureau of Labor Statistics

**Coverage:** United States

**Data:**

- interpretation of census data
- political ramifications
- social impact

**Update:** Every two weeks

**Cost:** \$204 per hour—reap rate, or \$3.40 per minute—\$25 service charge monthly.

---

**Name:** American Statistics Index

---

**On-line Service:** DIALOG Information Services, Inc.

**Data Producer:** Congressional Information Services

**Source:** Government Abstracts

**Coverage:** United States, since 1973

**Data:** Demographics and population contain abstracts generated by the Federal Government—Executive Branch, Legislative Branch and Judicial Branch.

**Update:** About 1,000 per month

**Cost:** Nonsubscriber—\$45 per year; subscriber—\$35 per year.

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**Name:** AmericanProfile

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**On-line Service:** Control Data Corporation

**Data Producer:** Donnelley Marketing Information Services (a company of The Dun and Bradstreet Corp.)

**Source:** Contains entire Donnelley database; hard copy service available directly from Donnelley Marketing Information Services.

**Coverage:** United States

**Data:**

- 1970 and 1980 census data
- current year updates
- five-year projections of selected demographic characteristics
- proprietary statistics including mobility, auto registration and private sector employees
- number and types of businesses
- number of employees
- banking activity summaries
- commercial activity by ZIP code
- annual update on about 75 million households

User generates demographic, economic and geographic reports for:

- United States
- states
- counties or census tracts
- ZIP code area
- consolidated metropolitan statistical area (CMSA)
- primary metropolitan statistical area (PMSA)
- metropolitan statistical area (MSA)
- minor civil division (MCD)
- places or user-defined areas of geometric shapes (circle, polygon, routes, corridor or travel contour)

**Update:** Annually

**Cost:** \$300 minimum charge per month; typical report about \$50.

---

**Name:** Architecture Database, The

---

**On-line Service:** DIALOG Information Services, Inc.

**Data Producer:** The Royal Institute of British Architects

**Source:** Periodicals and books; architectural periodicals index and books catalog of the British Architectural Library.

**Coverage:** International

**Data:** 77,000 citations to worldwide literature includes:

- methods and standards
- landscaping
- urban planning
- interior design

Covers 1978 to date.

**Update:** About 1,000 records per month

**Cost:** Nonsubscription—\$45 per year; subscription—\$35 per year; \$36 per hour; \$1.20 per page; reports \$30-\$100.

---

**Name:** Asset Sales Report

---

**On-line Service:** NewsNet, Inc.

**Data Producer:** American Banker—Bond Buyer, a division of International Thomson Publishing Corporation

**Source:** Asset Sales Report Newsletter

**Coverage:** United States

**Data:** Includes:

- information on financial services industry
- newsletter on loan sale industry
- commercial loans
- asset- and mortgage-backed securities
- coverage of legal and regulatory development
- market news and analysis
- information about industry leaders

Covers 1989 to date.

**Update:** Weekly

**Cost:** \$203 per hour, \$3.40 per minute; \$25 per month; subscription charges:

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**Name:** BACA LANDATA

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**On-line Service:** BACA LANDATA

**Data Producer:** Stewart Title

**Source:** BACA Land Research, Inc.

**Coverage:** Fort Bend, Harris, Montgomery counties

**Data:**

- land sales by size
- ownership
- grantor/grantee
- on-line apartment locating
- market tracking—office, retail, industrial, apartments
- subdivision plats
- custom research
- confirmed transaction
- ownership index
- title background

**Update:** Weekly; daily in most cases

**Cost:** Flat fee: \$80 per month

---

**Name:** Calculator Cost Program

---

**On-line Service:** Marshall and Swift

**Data Producer:** Marshall and Swift

**Source:** Computer files of Marshall Valuation Service with cost programs for virtually every type of commercial and residential building. Based on square foot method in *Marshall Valuation Service*. Service with periodic updates also available on diskette. Building costs with periodic updates to support the user's internal computerized cost program available on magnetic tape.

**Coverage:** User-defined geographic areas in United States by ZIP code or local multiplier

**Data:** Used to calculate and generate building cost reports; costs used are updated monthly and cover period 1975 to present; includes program to calculate cost of repairing or restructuring a property after partial loss, for loan or other purposes. Users



requiring a large number of reports can operate batch programs and obtain updates and comparative cost multipliers on tape to reduce costs.

**Cost:** Connect charge: non-WATS telephone number \$18 per hour; WATS line number \$36 per hour; additional charges vary with quantity of data accessed and reports produced. Costs for a typical report range from \$1.60 to \$4, depending on report type and number of reports per month. Annual subscription—\$60.

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**Name:** CENDATA

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**On-line Service:** DIALOG Information Services, Inc.

**Data Producer:** Bureau of the Census, U.S. Department of Commerce

**Coverage:** United States

**Data:** News releases and statistical data based on current reports covering:

- business
- construction
- manufacturing
- foreign trade
- demographic data
- excerpts from Current Population Reports and the 1980 census
- selected agricultural and governmental data

Two separate CENDATA files (identical except for logon and search procedures), standard DIALOG file (file 580) and an easy-to-use menu file.

Time period 1980 to date; file characterized by summary information.

**Update:** Daily

**Cost:** Nonsubscriber—\$45; annual—\$35; \$36 per on-line connect hour, 20 cents per full record printed off line; access charges range from \$30 to \$100 per hour.

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**Name:** Census Analysis—North Texas Council of Government

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**On-line Service:** 1980 and 1990 Census (Bureau of the Census)

**Data Producer:** North Texas Council of Governments

**Source:** Bureau of the Census

**Coverage:** City or county requested

**Data:** Includes:

- income
- poverty status
- housing
- education
- general demographics
- transportation
- employment

**Update:**

**Cost:** \$5 initial fee, 25 cents per minute

---

**Name:** CID-Network/REVAC Listing Service

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**On-line Service:** CID-Network/REVAC Listing Service

**Data Producer:** REVAC-Real Estate Valuation Consultants

**Source:** Deed Realtors, Brokers, Property Managers, Multiple Listing Service, Appraisers

**Coverage:** Harris and Montgomery counties sales

**Data:**

- apartment, retail, office, industrial sales, sales transaction—most confirmed
- commercial multiple listing
- REVAC listing service

**Update:** Daily

**Cost:** Flat fee: \$60 per month for 100 sales; more than 100 transactions per month, 25 cents each

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**Name:** ClusterPlus

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**On-line Service:** Information Services (CDC/BIS)

**Data Producer:** Donnelley Marketing Information Services (a company of The Dun & Bradstreet Corp.)

**Source:** Donnelley database. Hard copy service available directly from Donnelley Marketing Information Service.

**Coverage:** United States

**Data:** Demographic retrieval and report generation system. Contains:

- 1980 Census of Population and Housing

- current year estimates

Households of all block and group enumeration districts categorized into 47 different lifestyle patterns called "Clusters." Cluster defined by:

- demographic characteristics
- psychographic characteristics (e.g., sophisticated, style conscious)
- preferences (e.g., news, magazines, foods or entertainment)

Reports for specific geographic areas (Area Composition Report) can be generated with constituent clusters: households, population and index compared with national index. Reports for:

- United States
- state
- county
- census tract or place
- consolidated metropolitan statistical area (CMSA)
- primary metropolitan statistical area (PMSA)
- metropolitan statistical area (MSA)
- ZIP code

**Update:** 1980 data plus current year estimate updated annually.

**Cost:** Area Composition Report \$50 to \$100. Large geographic users may desire tape available from Donnelley Marketing Information Service covering desired area; contains all data down to block group permitting user to generate reports.

---

**Name:** County Building Permits American Statistics Index

---

**On-line Service:** Dimensions; The WEFA Group

**Data Producer:** The WEFA Group

**Source:** U.S. Department of Commerce, Construction Statistics Division.

**Coverage:** Counties in United States

**Data:** 136,000 monthly and annual time series covering number of building permits issued and construction valuation for five types of residential structures and six types of non-residential structures. Covers 1972 to date.

**Update:** Monthly

**Cost:** Subscription to The WEFA Group (formerly

Wharton Econometrics) is required, available on a per use basis; cost varies.

---

**Name:** County Business Structure; DRI-NPDC County Business Patterns Data Bank

---

**On-line Service:** Data Resources, Inc. (DRI), Information Plus, The WEFA Group

**Data Producer:** The WEFA Group

**Source:** U.S. Bureau of the Census *County Business Patterns* and the National Planning Data Corporation

**Coverage:** Counties in United States

**Data:** Employment and business establishment data including:

- employees for the mid-March pay period
- number of business establishments
- number of establishments by 12 employee-size classes for all U.S. counties

Data available for two-, three- and four-digit standard industrial classification (SIC) codes. Time span covered—1975, 1979, 1981, 1982 and annually for 1983 through current year.

**Update:** Annually

**Cost:** Subscription to The WEFA Group (formerly Wharton Economics) required; subscription to DRI required if DRI on-line service is used; available on a per-use basis through Information Plus, a division of DRI.

---

**Name:** County Employment and Wages

---

**On-line Service:** Dimensions; The WEFA Group

**Data Producer:** The WEFA Group

**Source:** Bureau of the Census, Bureau of Labor Statistics Employment Security Survey 202 (ES202)

**Coverage:** Counties in United States

**Data:** 66,000 monthly and quarterly time series on:

- employment and wages for all 3,140 counties in United States
- monthly employment and quarterly wage data available by county and one-digit SIC codes

Covers 1975 to date.

**Update:** Annually

**Cost:** Subscription to The WEFA Group (formerly Wharton Econometrics) required; available on a per-use basis through Dimensions.

---

**Name:** County Personal Income, Population and Employment

---

**On-line Service:** Dimensions, The WEFA Group

**Data Producer:** The WEFA Group

**Source:** Bureau of Economic Analysis, U.S. Department of Commerce

**Coverage:** Counties in United States and each state

**Data:** Database of about 179,800 annual time series covering:

- 33 components of personal income
- 23 components of employment
- total population from each county

**Includes:**

- labor and proprietor's income by type
- employment by place of work and by industry
- contributions for social security insurance
- residence adjustments, dividends, interest, rent and transfer payments
- personal income by place of residence
- per capita personal income

Income and population data covered 1965 to date and employment data covered 1967 to date.

**Update:** Monthly

**Cost:** Subscription to The WEFA Group (formerly Wharton Econometrics) required; available on a per-use basis through Dimensions.

---

**Name:** Dodge/DRI Building Stock Forecast

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**On-line Service:** DRI/McGraw-Hill

**Data Producer:** DRI/McGraw-Hill

**Source:** Dodge Construction Analysis System

**Coverage:** United States

**Data:** 185,000 historical and forecast data on all types of real estate.

**Update:** Twice a year

**Cost:** Varies

---

**Name:** Dodge/DRI Construction Analysis System (CAS)

---

**On-line Service:** DRI/McGraw-Hill

**Data Producer:** DRI/McGraw-Hill

**Source:** Combines DRI economic and demographic data with Dodge *Local Construction Potentials*. Also available in hard copy (Building Stock Database and Forecast).

**Coverage:** Smallest geographic area in county

**Data:** Summary Dodge Construction Potentials (DCP) for 209 structure types monthly from 1970 to present; DRI Regional-County Economic and Demographic database of population, employment, earnings, taxes and other regional economic indicators. County level totals for public and private ownership of structure representing sum of new construction, additions and alterations to existing structures. Aggregate measure for every county in United States.

**Database includes:**

- number of projects
- area in square feet
- contract value
- number of residential dwelling units

**Project detail includes:**

- construction start date
- geographic location
- type of construction
- ownership
- type structure
- number of stories
- square footage
- dollar value
- number of dwelling units (one- and two-family housing not included)

CAS program provides market demand forecasting.

**Cost:** Connect charge \$35 per hour plus standard service charge \$375 per month plus \$100 user code per initiation plus variable charges for data retrieved and processed.

---

**Name:** Dodge/DRI Construction Market Forecast

---

**On-line Service:** DRI/McGraw-Hill

**Data Producer:** DRI/McGraw-Hill

**Source:** Dodge Construction Analysis System

**Coverage:** United States

**Data:** Five year forecast of new construction, dollar value, number of unit and size. For residential and nonresidential.

**Update:** Quarterly

**Cost:** Cost varies per use.

---

**Name:** Dodge/DRI Real Estate Analysis and Planning Forecast

---

**On-line Service:** DRI/McGraw-Hill

**Data Producer:** DRI/McGraw-Hill

**Source:** Dodge Construction Analysis System

**Coverage:** United States

**Data:** Demand forecast for various types of real estate in 50 metropolitan statistical areas (MSAs).

**Update:** Twice a year

**Cost:** Varies

---

**Name:** Donnelley Demographics

---

**On-line Service:** DIALOG Information Services, Inc.

**Data Producer:** Donnelley Marketing Information Services (a company of The Dun & Bradstreet Corp.)

**Source:** Contains a portion of the Donnelley database; hard copy service available directly from Donnelley Marketing Information Service.

**Coverage:** United States

**Data:** Demographic data from 1980 Census of Population and Housing, current year estimates and five-year projections. Includes:

- total population
- number of households
- household size and median income
- race
- age
- sex
- occupation
- employment
- marital status

- families
- level of education
- housing and mobility

**Data available for:**

- United States
- states
- counties
- cities
- ZIP codes
- metropolitan statistical areas (MSAs)
- Arbitron areas of dominant influence
- A.C. Nielsen designated marketing areas

**Cost:** \$72 per on-line connect hour; \$1.20 per minute; \$12 per full record printed off line; \$10 per full record typed or displayed on line; DIA-LOG subscription agreement, contract or commitment service agreement required. Subscription: \$45; annual: \$35.

---

**Name:** DRI Housing Forecast

---

**On-line Service:** DRI/McGraw-Hill; Forecast Plus

**Data Producer:** DRI/McGraw-Hill

**Source:** DRI U.S. Central and DRI Detailed Housing Model

**Coverage:** United States

**Data:** Contains 13 quarterly historical time series and forecasts time series of U.S. housing sales and prices. Includes:

- home sales
- sales of uncompleted, new and existing homes
- median sale prices of new and existing homes
- mortgage expenses
- effective after-tax cost of housing

Coverage from 1970, with 10- to 13-quarter forecast.

**Update:** Quarterly

**Cost:** Varies.

---

**Name:** DRI U.S. Cost Forecasting

---

**On-line Service:** DRI/McGraw-Hill

**Data Producer:** DRI/McGraw-Hill

**Source:** DRI Cost Information, DRI U.S. Central and DRI U.S. Cost Forecasting Model

**Coverage:** United States

**Data:** Includes more than 300 quarterly forecast price, cost and wage rate indexes.

- Producer's price for:
  - energy, metal and chemical products
- Consumer prices for:
  - medical care
  - residential rent
  - food away from home
  - home maintenance
  - fuel oil
  - hotel/motel rooms
- Construction and facility costs for:
  - single-family dwellings
  - office complexes
  - warehouses
  - highways & airfields
- Employment costs and hourly earnings

Covers 10-to-13 quarters short-term and 10-to-15 years long-term forecasts, and 25-year extended long-term forecast. Historical from 1972.

**Update:** Short-term, 8 times a year; long-term, quarterly; extended, twice a year

**Cost:** Varies.

---

**Name:** DRI U.S. County Data Bank

---

**On-line Service:** DRI/McGraw-Hill; Information Plus

**Data Producer:** Data Resources, Inc.

**Source:** Bureau of Economic Analysis and Bureau of the Census, U.S. Department of Commerce

**Coverage:** Counties in the United States

**Data:** Contains more than 285,000 annual time series covering:

- employment by major industrial group
- personal income and components
- wages and salary disbursements
- population by age and sex

Covers 1965 to date.

**Update:** Annually

**Cost:** Connect charge \$35 per hour plus standard service charge; \$375 per month plus \$100 user code per initiation plus variable charges for data retrieval and processing.

---

**Name:** DRI U.S. Regional

---

**On-line Service:** DRI/McGraw-Hill; Information Plus

**Data Producer:** DRI/McGraw-Hill

**Source:** Numerous U.S. government and state sources such as state security commissions, FDIC, U.S. Departments of Agriculture, Commerce, Defense, the Interior, Justice, Labor, Transportation and the Treasury.

**Coverage:** United States

**Data:** Includes:

- 55,000 monthly, quarterly and annual time series on economic indicators
- coverage for various regions
  - federal reserve districts
  - states
  - metropolitan areas

Covers 1947 to date.

**Update:** Varies by series

**Cost:** Varies by series

---

**Name:** DRI/NPDC County Business Patterns Data Bank

---

**On-line Service:** DRI/McGraw-Hill; Information Plus

**Data Producer:** National Planning Data Corporation

**Source:** Bureau of the Census, U.S. Department of Commerce and National Planning Data Corporation

**Coverage:** United States counties or equivalents

**Data:** County level data detailing employment statistics at two- and four-digit SIC level. Data for first quarter and annual payroll include:

- employment
- number of firms
- distribution of firms by number of employees

Covers 1979 to date.

**Update:** Annually

**Cost:** Connect charge \$35 per hour plus standard service charge; \$375 per month plus \$100 user

code per initiation plus variable charges for data retrieval and processing.

---

**Name:** E. H. Boeckh Computerized Building Cost Estimating

---

**On-line Service:** General Electric Information Services (GEIS)

**Data Producer:** Boeckh Valuation Service

**Source:** Boeckh cost surveys from various cities' permit and construction records

**Coverage:** United States, all ZIP codes areas; major Canadian cities

**Data:** Includes: Database system for estimating replacement costs, actual cash value or depreciated replacement costs for residential, commercial, industrial and institutional structures.

- labor data
- material cost data
- reflects local fluctuations
- residential buildings; single, 2-, 3- and 4-family residences

Covers current information.

**Update:** Monthly

**Cost:** Varies according to report and job.

---

**Name:** Econbase: Timeseries & Forecasts

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**On-line Service:** DIALOG Information Services, Inc.

**Data Producer:** The WEFA Group

**Source:** Bureau of Economic Analysis, Bureau of Labor Statistics, Census Bureau, Federal Reserve Board, and National Statistical agencies in the United States and abroad.

**Coverage:** United States and international

**Data:** 13,000 monthly, quarterly and annual economic time series. These include

- national series
- state
- metropolitan and consolidated metropolitan statistical areas (MSAs, CMSAs)

Topics include, among others:

- industry
- demographic

- employment
- incomes
- prices

Covers various time frames, oldest from 1948.

**Update:** Monthly

**Cost:** Nonsubscription-\$45; subscription-\$35; cost per report varies.

---

**Name:** Economic Bulletin Board, The

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**On-line Service:** U.S. Department of Commerce

**Data Producer:** Bureau of Economic Analysis

**Source:** Bureau of Economic Analysis (U.S. Department of Commerce) data summaries and announcements.

**Coverage:** United States

**Data:** Includes:

- gross national product
- employment
- personal income
- consumer price index (CPI)
- summaries of economic news
- economic indicators
- foreign trade
- special economic studies and reports
- listings of new publications and databases from the Office of Business Analysis, Bureau of Economic Analysis, Bureau of the Census and National Technical Information Service
- news releases

**Cost:** Registration fee \$25 (allows two hours of connect time); connect time 10 cents per minute or 5 cents per minute nighttime (6:00 p.m. to 8:00 a.m. EST) and weekend use.

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**Name:** Electronic Yellow Pages—Construction Directory

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**On-line Service:** DIALOG Information Services, Inc.

**Data Producer:** Market Data Retrieval, Inc. (a company of The Dun & Bradstreet Corp.)

**Source:** Market Data Retrieval, Inc.

**Coverage:** County and city

**Data:** Data gathered from 4,800 telephone books and specialized directories in United States providing information on:

- contractors and construction agencies
- housing contractors
- industrial builders
- highway construction agencies
- steel and concrete contractors
- plumbing, masonry, painting, heating and air conditioning services
- company name and address
- modified four-digit SIC code
- telephone number
- county
- city population size
- details on yellow page ad

**Update:** Semiannually

**Cost:** \$75 per on-line connect hour, 40 cents per full record printed off line, or typed or displayed on line; access charges range from \$45 to \$275 per hour.

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**Name:** Exchange System, The

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**On-line Service:** IBM Information Network: WorldGroup Companies, Inc.

**Data Producer:** WorldGroup Companies, Inc.

**Source:** Commercial Real Estate Sellers and Buyers

**Coverage:** United States (primarily Florida and southwestern states)

**Data:** Includes:

- two files of information on commercial and investment properties
- sellers and buyers
- data listed by Institutional Investors Syndication
  - brokerage firms and real estate firms
  - shopping centers
  - office buildings
  - apartments and others
- criteria of prospective buyers such as
  - property features
  - location
  - price
  - size

- mortgage types
- capitalization rate

Covers current 90 days.

**Update:** As data are available.

**Cost:** Subscription fee \$145.

---

**Name:** Household Age/Income

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**On-line Service:** The WEFA Group

**Data Producer:** The WEFA Group

**Source:** United States Bureaus current population report

**Data:** Demographics and population

**Update:** Twice a year

**Cost:** Varies per use.

---

**Name:** INCOMNET (Commercial-Industrial Database)

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**On-line Service:** DAMAR Corporation

**Data Producer:** Society of Real Estate Appraisers (SREA)

**Source:** SREA Market Data Center and DAMAR. Portion of data available in hard copy (Industrial Real Estate Market Survey).

**Coverage:** User-defined areas in the United States; smallest is census tract

**Data:** Sales data submitted by members of SREA Market Data Center and other customers of DAMAR. Data submission by users of the Commercial-Industrial Database is mandatory. Active research staff collects and verifies commercial-industrial sales and leases nationwide. Access to sales and lease data on single-family, commercial, industrial and residential income property nationwide. Includes all data required for property valuation comparables. Basic data search done by:

- geographic area
- type property desired
- physical characteristics

User selects format and sequence for data display and printing. User may use search filters and limiting criteria.

**Update:** Continuously

**Cost:** \$1.25 per minute—DAMAR; \$250/hookup; \$1.80 per minute—Real Prop Files; \$2.25 per minute.

---

**Name:** Index to Current Urban Documents

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**On-line Service:** LOGIN Information Services

**Data Producer:** LOGIN Information Services and Greenwood Press, Inc.

**Source:** 300 local governments in United States and Canada

**Coverage:** Primarily United States, some coverage of Canada

**Data:** Includes:

- documents from cities with populations of 100,000 or more
- information on counties containing the above cities
- counties with populations of 1 million or more
- state capitals
- at least two cities per state
- documents include:
  - annual reports
  - budgets
  - master plans
  - codes and ordinances
  - council/commission proceedings and more

Covers from 1985 to date.

**Update:** About 650 records per quarter.

**Cost:** Annual subscription fee varies.

---

**Name:** Japanese Investment in U.S. Real Estate

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**On-line Service:** DIALOG Information Services, Inc.

**Data Producer:** NewsNet, Inc.

**Source:** Banks, brokers, buyers and sellers.

**Coverage:** United States

**Data:** Text report documenting and commenting on Japanese purchases of real estate in the United States.

**Update:** Monthly

**Cost:** \$200 initiation fee; \$10 per use.

---

**Name:** Market Potential

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**On-line Service:** Control Data Corporation/Business Information Services (CDC/BIS)

**Data Producer:** Donnelly Marketing Information Services

**Source:** From 1980 and 1990 United States Census of Population and Housing, Consumer Expenditure, Census of Retail Trade and Consumer Price Index

**Coverage:** United States

**Data:** Includes:

- consumer expenditure for more than 21 types of outlets (department, grocery, drugs, etc.)
- sales potential by detailed lines of merchandise
- information generated for standard areas (counties, census tracts, CMSAs, MSAs, ZIP codes, etc.)
- information generated for geometric shapes (circles, polygons, routes, corridors or travel contours)

Covers period from 1980 data and current year estimates.

**Update:** Annually

**Cost:** Charges vary from \$50 to \$250 per report.

---

**Name:** MARKETBASE (demographics portion of ONSITE)

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**On-line Service:** STSC, Inc.

**Data Producer:** Urban Decision Systems, Inc. (UDS)

**Source:** 1970 and 1980 Census of Population and Housing plus current year estimates and five-year projections produced by Urban Decision Systems, Inc. Hard copy service available from UDS.

**Coverage:** Counties in United States, MSAs, area of dominant influence (ADI) and ZIP codes

**Data:** User may obtain list of areas that meet user-specified characteristics of selected demographics for 1970, 1980, current year estimates and five-year forecast

**Update:** Semiannually

**Cost:** Call-in service as low as \$25 per area up to an annual unlimited (for United States) license fee



as low as \$10,000 plus connect charges; monthly minimum STSC charge of \$5.

---

**Name:** MAX Demographic Data Management and Reporting System

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**On-line Service:** National Planning Data Corporation (NPDC)

**Data Producer:** National Planning Data Corporation

**Source:** Bureau of the Census; current year estimates and five-year projections by National Planning Data Corporation. Service also available from NPDC in hard copy, diskette and magnetic tape.

**Coverage:** States, counties, MSAs, places, ZIP codes, census tracts and user defined areas, including ring, retail trade area and transportation zone

**Data:** Retrieval and reporting system; includes demographic data from 1980 census, current year estimates and five-year projections.

Data included for:

- population and age
- households
- income and income by age

Covers more than 500 selected demographic characteristics.

Contains 1970 census population, household and income data. Thematic maps may be produced for census tracts, ZIP codes, counties and states.

**Update:** Annually

**Cost:** Reports cost from \$3 to \$50 per geographic area plus \$5 to \$10 report generation charge plus \$25 per hour connect time.

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**Name:** Metro-Base

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**On-line Service:** Metro-Base.

**Data Producer:** Shaw-Land Data, Inc.

**Source:** Court House Deed, Taxes

**Coverage:** Bexar, Travis, Comal, Guadalupe counties

**Data:** Includes:

- sales transactions
- subdivision activity
- grantor/grantee

- ownership—residential, industrial, apartments, office, retail
- Multiple Listing Service
- sales by region

**Update:** Daily

**Cost:** Standard minimum \$125 per month—6 hours per months; Board of Realtors members: \$72.50.

---

**Name:** Metropolitan Area Forecasting Service (MAFS)

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**On-line Service:** Data Resources, Inc.

**Data Producer:** Data Resources, Inc.

**Source:** Bureau of Economic Analysis and Bureau of the Census, U.S. Department of Commerce and Bureau of Labor Statistics, U.S. Department of Labor. Also available in hard copy, two volumes per year.

**Coverage:** MSAs (including all Texas MSAs)

**Data:** Analysis and forecasts of employment population and income in 313 metropolitan markets in the United States. Forecast coverage includes:

- employment in the nine major SIC (standard industrial classification) employment sectors
- personal income from major sources
- population
- housing stock
- housing starts
- total annual payroll information

Forecasts are both short term (twelve quarters) and long term (ten years).

Core of the MAFS is DRI regional economic model that allows user to develop alternative scenarios.

**Cost:** Minimum service cost \$800 for one MSA with many levels to \$15,000 per year for all services for all U.S. MSAs.

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**Name:** National Planning Association/  
Demographic

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**On-line Service:** Renters Comp.

**Data Producer:** National Planning Association Data Services, Inc.

**Source:** Bureau of Economic Analysis and Bureau of the Census, U.S. Department of Commerce.

Service also available in hard copy, on diskette and magnetic tape from National Planning Association.

**Coverage:** United States, regions, states, counties and MSAs

**Data:** Annual time series and forecasts of U.S. population. Data covers 3,600 geographic areas. Data items (153) include:

- population
- age
- sex

Covers 1967 to date with forecasts available to year 2010.

**Update:** Annually

**Cost:** Unlimited access at \$100 per month; preformatted reports or interactive user defined reports \$50 per hour connect time; typical report \$25 to \$60 depending on CPU time required.

---

**Name:** National Planning Association/Economic

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**On-line Service:** Renters Comp.

**Data Producer:** National Planning Association Data Services, Inc.

**Source:** Bureau of Economic Analysis, Bureau of the Census, Bureau of Labor Statistics. Service also available in hard copy, on diskette and magnetic tape from National Planning Association.

**Coverage:** United States regions, states, counties and MSAs

**Data:** Time series and forecasts of the U.S. economy. Provides 52 data items including:

- employment
- income
- earnings
- population

Data for two most recent years are estimates. Coverage from 1967 to date. Forecasts available to year 2010.

**Update:** Annually

**Cost:** Unlimited access at \$100 per month; preformatted reports or interactive user defined reports \$50 per hour connect time; typical report \$25 to \$60 depending on CPU time required.

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**Name:** OnLine Resource Exchange, Inc., The

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**On-Line Service:** PSI Energy Software, Inc.

**Data Producer:** Online Research Exchange, Inc.

**Source:** Independent and major oil companies, banks and oil and gas brokers.

**Coverage:** Primarily United States and Canada; some international coverage.

**Data:** Includes:

- energy industry and real estate information
- on- and off-shore properties
- royalty and working interest
- size
- price
- reserves
- interest type
- geology
- production history
- lease operating costs
- legal and contractual information

Covers current information.

**Update:** Daily

**Cost:** Sellers pay \$100 for each property listed; buyers pay from \$5 to \$50 for each report retrieved.

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**Name:** ONSITE

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**On-line Service:** STSC, Inc.

**Data Producer:** Urban Decision Systems, Inc. (UDS)

**Source:** 1970 and 1980 Census of Population and Housing with current data from Bureau of the Census and various state, county and local agencies and planning organizations. Hard copy service available from UDS.

**Coverage:** User-defined area, ZIP code, township and census tract, county and telephone prefix

**Data:** Demographic retrieval and report generating system provides current estimates on:

- population
- age distribution
- households

- income
- consumer expenditure patterns

Includes five-year projections of:

- population
- age distribution
- households
- income

Capability to stratify population and household by demographics and income.

Areas to be analyzed can be any size or shape. Includes:

- states
- counties
- MSAs
- cities
- townships
- census tracts
- ZIP code areas

Output is compatible with ATLAS mapping program. Provides access to PRIZM (CLARITAS Corporation) demographic market segmentation and targeting reports for user-defined trade area through ONSITE.

**Cost:** Call-in service as low as \$25 per area up to an annual unlimited (for United States) license fee of \$10,000 plus connect charges, monthly minimum STSC charge of \$5.

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**Name:** Origin-Destination

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**On-line Service:** I.P. Sharp Associates

**Data Producer:** Office of Aviation Analysis

**Source:** Quarterly data of Office of Aviation Analysis (Department of Transportation) continuous survey of itineraries of 10 percent of all passengers traveling on U. S. certificated air carriers.

**Coverage:** All U.S. commercial airports serving scheduled air carriers

**Data:**

- local and connecting passenger counts by carriers and revenue passenger miles by carrier
- industry total passenger counts
- passengers identified by origin and final destination

Data reported for United States city pairs.

Period covered: local and connecting passenger counts, industry total 1974 to date; origin and destination, 1986 to date.

**Cost:** Unlimited use \$120 per month.

---

**Name:** Pension and Investment Age

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**On-line Service:** Mead Data Central, Inc. (PEN-NIV) (as a Nexus Database)

**Data Producer:** Crain Communications, Inc.

**Source:** Pensions and Investment Age Newspaper; and 400 institutional funds

**Coverage:** United States

**Data:** Includes news of:

- corporate and institutional capital management
- corporate financing
- capital markets
- cash, portfolio and pension fund management
- real estate investing
- international investing

Covers 1987 to date.

**Update:** Every two weeks.

**Cost:** Varies based on use and complexity of assignment.

---

**Name:** PPI Data Base

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**On-line Service:** PPI Data Base

**Data Producer:** M/PF Research, Inc.

**Source:** M/PF Research—consultation with real estate professionals

**Coverage:** Austin, Dallas, Fort Worth, Houston, San Antonio

**Data:** Includes:

- size, developer, year built, renovation
- occupancy, rents, contiguous space, location
- physical characteristics, amenities
- leasing contact, management, for sale, for lease, owner for office, retail, apartments, residential

**Update:**

**Cost:** one database, \$1,000 per month  
two data bases, \$1,600 per month  
three databases, \$2,100 per month  
four databases, \$2,500 per month  
plus one-time set-up fee.

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**Name:** Real Estate & Venture Funding Directory

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**On-line Service:** NewsNet, Inc.

**Data Producer:** The Robnor Group, Ltd.

**Source:** Coert Engelsman International, Ltd., newsletter *Real Estate & Venture Funding Directory*. Crittenden News Service, Inc., P.O. Box 1150, Novato, CA 94980, 800-421-3483 also provides similar services in hard copy.

**Coverage:** United States

**Data:** Sources of investment real estate loans. For lenders, provides:

- company name
- address
- telephone
- personal contact
- type of projects for which loans available (for example, office, warehouse, joint venture, equity participation)
- minimum and maximum loan limits
- geographic preferences, by state for project sites

**Update:** Annually

**Cost:** Monthly subscription to NewsNet required; differential charges for subscribers and non-subscribers to the *Real Estate & Venture Funding Directory* service; \$204 per hour read rate; different charge based on subscriber, nonsubscriber to the Real Estate Directory, \$3.40 per minute to transmit information, \$25 per month service fee.

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**Name:** Real Estate Buyers Directory

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**On-line Service:** NewsNet, Inc.

**Data Producer:** Coert Engelsman International, Ltd.

**Source:** Coert Engelsman International, Ltd., newsletter *Real Estate Buyers Directory*. Crittenden News Service, Inc., P.O. Box 1150, Novato, CA 94980, 800-421-3483, also provides similar services in hard copy.

**Coverage:** United States

**Data:** Information on real estate buyers including:

- names
- addresses
- telephone numbers
- whether buyers purchase for own portfolio or for others
- the minimum and maximum amount they are willing to invest
- types of property purchased (for example, office buildings, apartments, shopping centers, warehouses)
- geographical preferences, by state, for investment sites

**Update:** Annually

**Cost:** \$204 per hour read rate; different charge based on subscriber, nonsubscriber to the Real Estate Directory, \$3.40 per minute to transmit information, \$25 per month service fee.

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**Name:** Real Estate Information Network

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**On-line Service:** Real Estate Information Network

**Data Producer:** Real Estate Information Network

**Coverage:** United States

**Data:** References to buyers of real estate including:

- name
- address
- telephone
- investment purposes
- type of property purchased
- geographical region

**Update:** Continuously

**Cost:** Basic Service—\$100 limited access; Full Service—\$200 and \$75 monthly unlimited access.

---

**Name:** Real Estate for Sale Directory

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**On-line Service:** NewsNet, Inc.

**Data Producer:** The Robnor Group, Ltd.

**Source:** Subscribers (users pay fees to place and renew a listing)

**Coverage:** United States

**Data:** Contains references to sellers of real estate investment properties:

- references to improved realty and acreage valued at \$500,000 or more
- various property types (includes residential)
- gives property descriptions
- gives location, price and other information

Covers 1987 to date.

**Update:** Monthly

**Cost:** \$204/hour, \$3.40/minute, \$25 subscription charge per month.

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**Name:** R.E.A.L. Service (Real Estate Asset Locator)

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**On-line Service:** DataQuick Information Systems, Inc.

**Data Producer:** DataQuick Information Systems, Inc.

**Source:** Data on 9.5 million property records in California

**Coverage:** United States (California)

**Data:** Includes:

- developed lots
- undeveloped land
- property owner's name and mailing address
- site address
- property characteristics
  - lot size
  - type of improvements
  - transfer date
  - value
- assessor's parcel number
- assessed value

Covers period from 1940.

**Update:** Periodically (as new data are available).

**Cost:** Initial fee \$150; monthly minimum of \$75 includes 100 minutes of connect time.

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**Name:** REAL-COMP On-Line

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**On-line Service:** REAL-COMP On-Line

**Data Producer:** REAL-COMP

**Source:** Deed records, brokers, tax records

**Coverage:** Hays, Travis, Williamson counties

**Data:** Includes:

- tax records
- deed records
- transaction
- grantee/grantor
- legal description

**Update:** Monthly

**Cost:** Varies from \$150 to \$250 per month.

---

**Name:** REALTRAC

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**On-line Service:** DRESCO, Inc.

**Data Producer:** DRESCO, Inc.

**Source:** Society of Industrial and Office Realtors (SIOR), multiple listing services (MLS) and Roddy generated data. Hard copy service also available from Roddy.

**Coverage:** Current data in Denton, Collin, Tarrant, Dallas counties in Texas; historical data in other Texas counties

**Data:** Commercial real estate sales transaction and information service.

Sales histories of properties available:

- Denton, Collin, Tarrant and Dallas, 1982 to date
- Grayson, June 1985 to July 1986
- Comal, Guadalupe, Hays and Williamson, January 1985 to April 1986

Real estate space inventory guides with total inventory by ownership for:

- apartments
- office buildings
- office warehouses
- retail

Transactions:

- all deed changes

Confirmed:

- price database

Listings:

- commercial

Tax

Permits:

- new building
- subdivision

Property descriptors:

- price
- size
- legal description
- address
- grantor or grantee
- owner or contact

**Cost:** \$325 hookup; Subscriber: report \$60/month minimum. Nonsubscriber: \$90/month.

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**Name:** REDI

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**On-line Service:** REDI On-line and CD ROM format

**Data Producer:** REDI, Inc.

**Source:** County Deed Transactions, county clerk's office

**Coverage:** Nationwide and Virgin Islands; Texas with Bexar, Brazoria, Collin, Dallas, Denton, El Paso, Harris, Montgomery, Nueces, Tarrant and Travis counties

**Data:** Information on 3.5 million Texas parcels and 44 million nationwide:

- owner's name and address
- assessed value
- property characteristics
- parcel identification maps
- information on residential, commercial, industrial and vacant land

**Update:** Yearly in Texas; sales transaction publications are monthly/weekly

**Cost:** Dallas County: \$853.11 (includes tax and shipping).

Payment programs:

1. 5% discount pay now

2. 25% down, three monthly payments (\$213.20)
3. net thirty

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**Name:** Regional Construction Forecasts

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**On-line Service:** The WEFA Group

**Data Producer:** The WEFA Group

**Source:** Bureau of the Census and Bureau of Economic Analysis, U.S. Department of Commerce, The WEFA Group

**Coverage:** United States, states and MSAs

**Data:** Annual time series of historical and forecast data on housing, demographics and mortgage markets. Includes:

- residential and non-residential construction
- prices
- occupancy
- household formation
- sales of residential units

Period covered: 1960 to date with ten-year forecasts

**Update:** Quarterly

**Cost:** Required: subscription to The WEFA Group (formerly Wharton Econometrics), \$3,700; time-sharing account, \$1,350. Each observation: 18 cents, with a maximum service cost of \$7.25. On-line servicing charge: \$70 per hour.

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**Name:** Regional Financial Forecast

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**On-line Service:** The WEFA Group

**Data Producer:** The WEFA Group

**Source:** Federal Deposit Insurance Corporation (FDIC) Consolidated Report of Conditions and Income for commercial banks, and Federal Home Loan Bank Board (FHLBB) Monthly Report of Selected Balance Sheet Data for S&L associations by state.

**Coverage:** States and 316 MSAs

**Data:** Quarterly time series on financial conditions and lending activity of commercial banks, savings and loan associations and mutual savings banks.

Activity coverage includes:

- commercial and industrial loans
- deposits
- mortgage lending
- consumer credit (auto loans, revolving credit, mobile-home loans, etc.)

MSA coverage includes:

- deposits by institution type
- mortgage lending
- consumer credit

Period covered: mostly 1979 to date, with ten-quarter short-term and ten-year long-term forecasts.

**Update:**

- short-term forecasts, quarterly
- long-term forecasts, semiannually

**Cost:** Required: subscription to The WEFA Group (formerly Wharton Econometrics), \$3,700; time-sharing account, \$1,350. Each observation: 18 cents with a maximum service cost of \$7.25. On-line servicing charge: \$70 per hour.

**Name:** Regional Industry

**On-line Service:** The WEFA Group

**Data Producer:** The WEFA Group

**Source:** Bureau of Labor Statistics, Commerce Department and State Employment Commissions and Industries

**Coverage:** United States

**Data:** Includes:

- data on 27,000 quarterly times series of historical and precast employment data at state level
- data on 50 manufacturing industries
- production and output for selected industries
- 12 quarters short-term and 10-year long-term forecast.

Covers historical data varying by state.

**Update:** Short-term forecasts, quarterly; long-term, twice a year.

**Cost:** Varies

**Name:** Regional Macro Forecast

**On-line Service:** The WEFA Group

**Data Producer:** The WEFA Group

**Source:** Bureau of the Census and Bureau of Economic Analysis, U.S. Department of Commerce; Bureau of Labor Statistics, U.S. Department of Labor and The WEFA Group.

**Coverage:** States and MSAs

**Data:** Quarterly and annual time series of historical and forecast data. Includes:

- employment and unemployment
- demographics
- income
- housing
- financial activity
- retail sales
- new car registration

Period covered: 1960 to date with ten quarterly short-term and ten-year long-term forecasts.

**Update:**

- quarterly for short-term forecasts
- semiannually for long-term forecasts

**Cost:** Required: subscription to The WEFA Group (formerly Wharton Econometrics), \$3,700; time-sharing account, \$1,350. Each observation: 18 cents, with a maximum service cost of \$7.25. On-line servicing charge: \$70 per hour.

**Name:** Residential Cost Program

**On-line Service:** Marshall and Swift

**Data Producer:** Marshall and Swift

**Source:** Computer files of Marshall Service data with cost programs for single-family residences, townhouses, duplexes and low-rise apartments. Based on square foot method in *Residential Cost Handbook*. Building costs with periodic updates to support user's internal computerized cost program available on magnetic tape. Service with periodic updates also available on diskette and in *Residential Cost Handbook*.

**Coverage:** User-defined geographic areas in United States by ZIP code or local multiplier

**Data:** Used for calculation and generation of building cost reports. Includes program to calculate cost of:

- repairing or restructuring a property after partial loss
- repairing or remodeling a property for VA/FHA loans
- other purposes

Users requiring a number of reports can operate batch programs and obtain updates and comparative cost multipliers on tape to reduce costs.

Costs used in data are updated monthly and cover 1975 to current.

**Cost:** Connect charge: non-WATS telephone number \$18 per hour; WATS line number \$36 per hour; additional charges vary with quantity of data accessed and reports produced. Costs associated with a typical report range from \$1.60 to \$4. Subscription \$60 annually.

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**Name:** REVAC

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**On-line Service:** REVAC-Real Estate Valuation and Consultants, Inc.

**Data Producer:** REVAC-Real Estate Valuation and Consultants, Inc.

**Source:** Central Appraisal District, county records, microfilm and survey of brokers, managers, leasing agents, owners and developers. Hard copy service also available from REVAC.

**Coverage:** Houston (Harris and Montgomery counties)

**Data:** Includes commercial real estate ownership, sales transactions and market statistics.

Commercial real estate property sales and listings by:

- property type
- land area and location
- improved space
- age
- tenants and rental rates
- vacancies

- legal description
- sales
- grantor and grantee
- note and deed information
- building permits

Expense information for:

- apartments
- townhomes and condominiums
- single-family developments
- commercial development
- general retail and shopping centers
- hotel and motel
- industrial
- office buildings
- restaurants and clubs
- raw land
- service stations and car washes

Includes ad valorem tax information.

**Update:** Continuously

**Cost:** \$100 start-up fee, \$100 monthly charge (up to 100 sales or listings), 25 cents per sale or listing in excess of 100 per month. Per-use fee structure available.

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**Name:** Roddy's Fast-FAX

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**On-line Service:** Roddy's Fast-FAX

**Data Producer:** DRESKO, Inc.

**Source:** Tax authorities, appraisers, brokers, deed records, county building permits

**Coverage:** The Dallas-Fort Worth Metroplex

**Data:** Transactions, tax data, subdivision plats, building permits, mailing address:

- grantor
- grantee
- deed records
- legal description
- some sales
- zoning

**Update:** Monthly

**Cost:** Varies depending on type of information obtained and length of transaction. Generally \$1,100 up front—\$1 per minute



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**Name:** Sales Prospector/TX, OK, NM

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**On-line Service:** NewsNet, Inc.

**Data Producer:** Prospector Research Services, Inc.

**Source:** Herb Ireland's *Sales Prospector* is a monthly prospect research report for sales representatives and other business people interested in industrial, commercial and institutional expansion and relocation activity.

**Coverage:** Texas, Oklahoma and New Mexico

**Data:** Business expansion activity. Indicates companies either moving into a new location or expanding present facilities, including:

- industrial
- commercial
- institutional

Covers September 1984 to date

**Update:** Monthly

**Cost:** \$4.20 per minute; Subscription: \$120, annual; \$75, semiannual; \$15, monthly.

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**Name:** Segregated Cost Program

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**On-line Service:** Marshall and Swift

**Data Producer:** Marshall and Swift

**Source:** Computer files of Marshall Valuation Service data with cost programs for virtually every type of commercial and residential building. Service with periodic updates also available on diskette. Building costs with periodic updates to support own internal computerized cost program available on magnetic tape. Hard copy data in *Marshall Valuation Service*.

**Coverage:** User-defined areas in the United States by ZIP code or local multiplier

**Data:** Based on segregated cost method in *Marshall Valuation Service*. Includes access to data and programs to calculate and generate SEG reports. Program includes more than 100 building occupancy types. Includes program to calculate cost of:

- repairing or restructuring a property after partial loss
- repairing or remodeling a property.

Users requiring a number of reports can operate batch programs and obtain updates and comparative cost multipliers on tape to reduce costs.

Database covers 1975 to present.

**Update:** Monthly

**Cost:** Connect charge: non-WATS telephone number \$18 per hour; WATS line number \$36 per hour; additional charges vary with quantity of data accessed and reports produced. Costs associated with a typical report range from \$1.60 to \$4 depending on report type and number of reports per month. \$60 annual subscription.

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**Name:** SiteNet

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**On-line Service:** Conway Data, Inc.

**Data Producer:** Conway Data, Inc.

**Source:** Form submission of data to Conway Data, Inc. and Plant Locations International, Inc.

**Coverage:** United States and some international areas

**Data:** Information on commercial and industrial property in two sections, "Hotlist" and "Research"; "Hotlist" service provides listing of currently available:

- industrial plants and warehouses
- unimproved land and proposed sites
- office space
- apartment complexes
- retail property

Listing includes:

- type and location
- lease or sale price
- acreage or square footage
- zoning
- contact name, address, telephone number

Major announcements of new plants such as:

- manufacturing facilities
- headquarters offices
- warehouses and distribution centers
- research and development facilities

"Research" service includes world-wide information on:

- projections of population, employment and wages
- tax incentives and financing
- quality of life factors and climate summaries
- labor union factors and commercial and industrial market statistics

- detailed property attributes

**Update:** Continuously

**Cost:** \$99.95 for software. \$29.95 per month for one hour of on-line time.

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**Name:** SITE•POTENTIAL

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**On-line Service:** CompuServe Business Information Service

**Data Producer:** CACI, Inc.

**Source:** U.S. Department of Labor Consumer Expenditure Survey and Census of Retail Trade. Hard copy service available from CACI.

**Coverage:** United States by user-selected geographically defined areas including ZIP code and street intersection

**Data:** Retrieval and report generating system used to derive sales potential in any geographic area or geometric area for 144 product lines in any of 16 different types of retail stores and three types of financial institutions.

Underlying model uses:

- demographic profile
- regional characteristics
- current trends
- development in consumer behavior
- erosion of purchasing power resulting from inflation
- other key characteristics

**Update:** Annually with current estimates

**Cost:** Available on a royalty basis; approximately \$20 to \$100 per report per area; \$12 per month for subscription. Service charge 30 cents per minute. Phone is \$12 per hour. Handbook for additional details.

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**Name:** SMSA Building Permits

---

**On-line Service:** Dimensions, The WEFA Group

**Data Producer:** The WEFA Group

**Source:** Construction Statistics Division, U.S. Department of Commerce

**Coverage:** MSAs

**Data:** Monthly and annual time series covering number of building permits issued and cost of construction permitted for five types of residential structures and six types of non-residential structures including:

- hotel/motel
- industrial buildings
- hospitals and other institutional buildings
- offices
- banks
- professional buildings

Covers 1972 to date.

**Update:** Monthly

**Cost:** Required: subscription to The WEFA Group (formerly Wharton Econometrics), \$3,700; time-sharing account, \$1,350. Each observation: 18 cents, with a maximum service cost of \$7.25. On-line servicing charge: \$70 per hour.

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**Name:** SMSA Business Structure

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**On-line Service:** Dimensions, The WEFA Group

**Data Producer:** The WEFA Group

**Source:** U.S. Bureau of the Census *County Business Patterns*

**Coverage:** MSAs

**Data:** Time series of employment and business establishment data including:

- number of employees for the mid-March pay period
- number of business establishments by 12 employment-size classes

Available for two-digit SIC codes.

Covers 1975 to date.

**Update:** Annually

**Cost:** Required: subscription to The WEFA Group (formerly Wharton Econometrics), \$3,700; time-sharing account, \$1,350. Each observation: 18 cents, with a maximum service cost of \$7.25. On-line servicing charge: \$70 per hour.

---

**Name:** SMSA Employment

---

**On-line Service:** Dimensions, The WEFA Group

**Data Producer:** The WEFA Group

**Source:** Bureau of Labor Statistics (U.S. Department of Labor) sample survey

**Coverage:** Selected MSAs

**Data:** Monthly time series on employment, hours and earnings for 270 MSAs. Employment data are available for two-, three- and four-digit SIC codes on:

- average hourly earnings
- average weekly hours

**Covers:**

- aggregated data, 1939 to date
- most other data, 1972 to date

**Update:** Monthly

**Cost:** Required: subscription to The WEFA Group (formerly Wharton Econometrics), \$3,700; time-sharing account, \$1,350. Each observation: 18 cents, with a maximum service cost of \$7.25. On-line servicing charge: \$70 per hour.

---

**Name:** SMSA Housing and Construction

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**On-line Service:** Dimensions, The WEFA Group

**Data Producer:** The WEFA Group

**Source:** Bureau of the Census and Bureau of Economic Analysis, U.S. Department of Commerce

**Coverage:** MSAs

**Data:** Monthly, quarterly and annual time series of economic data for most U.S. MSAs covering:

- housing
  - prices
  - permits
  - starts
  - stocks
  - valuation
  - vacancy rates
- demographics
- financial data
  - mortgage originations
  - commercial bank deposits
- employment
- income
- consumer prices indexes
- construction expenditures

Period covered depends on series.

**Update:**

- monthly
- quarterly
- annually

**Cost:** Required: subscription to The WEFA Group (formerly Wharton Econometrics), \$3,700; time-sharing account, \$1,350. Each observation: 18 cents, with a maximum service cost of \$7.25. On-line servicing charge: \$70 per hour.

---

**Name:** SMSA Macro

---

**On-line Service:** Dimensions, The WEFA Group

**Data Producer:** The WEFA Group

**Source:** Bureau of the Census and Bureau of Economic Analysis, U.S. Department of Commerce

**Coverage:** Selected MSAs

**Data:** Monthly, quarterly and annual time series of macroeconomic data for more than 350 MSAs.

**Includes:**

- personal income
- population
- employment
- hours and earnings
- unemployment
- housing permits
- valuations
- starts
- mortgage interest rates
- retail sales

Forecasts are available in Regional Macro Forecast. Period covered and update frequency vary with series.

**Cost:** Required: subscription to The WEFA Group (formerly Wharton Econometrics), \$3,700; time-sharing account, \$1,350. Each observation: 18 cents, with a maximum service cost of \$7.25. On-line servicing charge: \$70 per hour.

---

**Name:** State Capital: Taxes-Property, The

---

**On-line Service:** West Publishing Company (FTSC-TP)

**Data Producer:** Wakeman/Walworth, Inc.

**Source:** Full text of *From the State Capitals: Taxes—Property*, a weekly newsletter.

**Coverage:** United States

**Data:** Includes information on property tax levies, local decisions and elections affecting the financing of education and services:

- weekly decisions of state legislatures
- weekly decisions of regulatory agencies and courts
- creation of special tax districts and reassessment programs.

Covers 1988 to date.

**Update:** Weekly.

**Cost:** Subscription \$12 per month; \$2.61 per hour.

---

**Name:** Statistical Analysis and Retrieval System, The

---

**On-line Service:** The Glimpse Corporation

**Data Producer:** The Glimpse Corporation

**Source:** U.S. Census of Population and Housing, Bureau of the Census and Bureau of Economic Analysis. Current data on surveys conducted by producer.

**Coverage:** United States, states, counties, minor civil divisions, census tract, ZIP code

**Data:** Demographic and housing data including:

- age
- education
- income
- sex
- employment by:
  - class
  - industry
  - occupation
- place of work and commuting patterns
- family size
- housing size
- unit value
- year built
- mortgage cost

Estimates and forecasts for:

- population, age and sex demographics
- households with amount of income

Provides indexes of potential market volume for

several hundred types of businesses.

Covers 1980 to current year estimates and forecasts for 1992.

**Update:** Periodically

**Cost:** Initial fee of \$300 and a monthly minimum fee of \$150 required.

---

**Name:** SUPERSITE

---

**On-line Service:** CompuServe Business Information Service

**Data Producer:** CACI, Inc.

**Source:** 1960, 1970 and 1980 U.S. Census of Population and Housing and CACI's proprietary current-year updates and five-year forecasts. Hard copy service available from CACI.

**Coverage:** United States, state, county, census tract, minor civil division, ZIP codes and geographic coordinates

**Data:** Includes:

- annual population and housing estimates
- annual income estimates
- demographic information
- prices of housing
- occupation
- automobiles
- family composition and education attainment

Reports summarize and tabulate data. Forecasts for:

- population and households
- demographics
- family and household income

Updated annually between censuses with current estimates and forecasts. Other services are DORIS (demographic on line retrieval to rank areas), ACORN (classifying residential neighborhoods into 44 lifestyle groups) and BUSINESS DATA (firms located by ZIP code).

**Cost:** Subscription 30 cents per minute, \$12 per month; Phone approximately \$12 per hour. Cost \$25 to \$100 cash.

---

**Name:** Tax Management Portfolios: U.S. Income

---

**On-line Service:** Mead Data Central, Inc.

**Data Producer:** Tax Management, Inc.

**Source:** Tax Attorneys and Accountants

**Coverage:** United States

**Data:** Contains more than 200 analyses of United States income tax issues, including tax planning for compensation and real estate income.

**Update:** Periodically—varies

**Cost:** Varies according to topic research and length of use.

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**Name:** Texas Motor Vehicle File

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**On-line Service:** Texas Department of Highways and Public Transportation

**Data Producer:** Texas Department of Highways

- license number
- vehicle identification and description
- owner name and address
- lien holder name and address (if financed)

Only current information available.

**Update:** Daily

**Cost:** Initial fee \$200 and monthly subscription of \$20; maximum of five searches permitted per access. \$20 per month and 10 cents per inquiry.

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**Name:** Thrift Liquidation Alert

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**On-line Service:** NewsNet, Inc.

**Data Producer:** Harrison Scott Publications

**Source:** Resolution Trust Corporation

**Coverage:** United States

**Data:** Sale of assets, loan portfolios and mortgage backed securities. Also includes inventory of failed thrifts.

**Update:** Weekly

**Cost:** \$2 to \$25 per report for subscribers; \$5 to \$50 per report for nonsubscribers.

---

**Name:** U.S. Cost Planning Forecast

---

**On-line Service:** The WEFA Group

**Data Producer:** The WEFA Group

**Source:** Newspapers, government agencies, published articles

**Coverage:** United States

**Data:** Indepth analysis of the macroeconomic factors affecting the U.S. economy—past and present

- prices
- resource production
- durable purchases
- capital investment

**Update:** Quarterly

**Cost:** Cost varies per use.

---

**Name:** U.S. Economic Statistics

---

**On-line Service:** General Electric Information Services

**Data Producer:** Haver Analytics, Inc.

**Source:** Government publications

**Coverage:** United States

**Data:** Historical and current records of all components of the GNP.

**Update:** Varies by series, updated within two hours of release.

**Cost:** \$50 to GEIS/monthly

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**Name:** U.S. Energy Forecast

---

**On-line Service:** The WEFA Group

**Data Producer:** The WEFA Group

**Source:** U.S. Department of Energy

**Coverage:** United States

**Data:** Includes:

- nuclear power
- industrial consumption
- personal consumption
- natural gas
- petroleum
- coal
- alternative sources

**Update:** Monthly

**Cost:** Varies on a per use basis.

---

**Name:** U.S. Macroeconomic

---

**On-line Service:** The WEFA Group

**Data Producer:** The WEFA Group

**Source:** Contain approximately 13,000 weekly, monthly, quarterly, semiannual and annual publications.

**Coverage:** United States

**Data:** All macroeconomic factors affecting the U.S. economy.

**Update:** Daily

**Cost:** Cost varies per use.

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**Name:** U.S. Macroeconomic Forecast

---

**On-line Service:** The WEFA Group

**Data Producer:** The WEFA Group

**Source:** Newspapers, government agencies, federal reserve banks, published articles

**Coverage:** United States

**Data:** In-depth analysis of the macro-economic factors affecting the U.S. economy—past and present

- monetary factors
- production
- consumer prices
- investment
- federal expenditures
- trade deficit
- energy consumption
- capital markets

**Update:** Monthly

**Cost:** Varies per use and information used.

---

**Name:** WestLaw Property Data Base

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**On-line Service:** West Publishing Company (PRP-TP)

**Data Producer:** West Publishing Company

**Source:** Bar Association Journals, University Law Review Publications and other law-related publications relating to property rights and real estate transactions.

**Coverage:** United States

**Data:** Includes:

- property rights
- real estate transactions
- condominium/cooperative ownership
- eminent domain
- estates in real property
- restrictive covenants

Coverage varies by source.

**Update:** Varies by source.

**Cost:** \$2.16 per hour, \$125 per month subscription.

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**Name:** WestLaw Real Property Topical Highlights Data Base

---

**On-line Service:** West Publishing Company (WTH-RP)

**Data Producer:** West Publishing Company

**Source:** State and federal cases on real estate

**Coverage:** United States

**Data:** Includes:

- real property
- condominium/cooperative ownership
- leases
- liens
- mortgages
- restrictive covenants
- transfers
- zoning
- summaries of statutes, federal administrative materials and news items.

Covers varying periods.

**Update:** Varies by source.

**Cost:** \$2.16 per hour, \$125 per month subscription.

---

**Name:** Worldwide Exchange

---

**On-line Service:** CompuServe Information Service

**Data Producer:** Worldwide Exchange

**Source:** Worldwide Exchange

**Coverage:** International

**Data:** Listings of all types of property (real and personal) that are available for exchange, rent, charter or purchase.

**Update:** Periodically

**Cost:** Varies depending on cost of item.

---

## Database Services and Producers

### On-Line Services

#### **BACA LANDATA**

BACA Land Research  
2200 West Loop South  
Suite 150  
Houston, TX 77027  
713-965-0011

#### **Bureau of the Census**

U.S. Department of Commerce  
Public Information Office  
Washington, DC 20233  
301-763-4051 or 301-763-4100

#### **CID-Network/REVAC Listing Service**

11777 Katy Freeway  
5th Floor S. Bldg.  
Houston, TX 77079  
713-496-2388

#### **CompuServe Information Service**

5000 Arlington Centre Blvd.  
Columbus, OH 43220  
614-457-8600 or 800-848-8199 or 8900;  
713-237-8582 in Houston, TX;  
214-742-2888 in Dallas, TX  
TWX 810-482-1709

#### **Control Data Corporation/Business Information Services (CDC/BIS)**

500 West Pulman Avenue  
P.O. Box 7100  
Greenwich, CT 06836  
203-622-2000  
and  
14801 Quorum Drive  
Dallas, TX 75240  
214-385-5696

#### **Conway Data, Inc.**

40 Technology Park/Atlanta  
Norcross, GA 30092  
404-458-6026 or 800-554-5686

#### **DAMAR Corporation**

Real Estate Information Systems  
3550 West Temple Street  
Los Angeles, CA 90004  
214-380-7105 or 800-321-9151

#### **Data Resources, Inc. (DRI)**

*see* DRI/McGraw-Hill

#### **DataQuick Information Systems, Inc.**

13160 Mindanao Way, Suite 240  
Marina Del Rey, CA 90292  
213-306-4295

#### **Data-Star (PTBN)**

*see* NewsNet, Inc.

#### **DIALOG Information Services, Inc.**

3460 Hillview Avenue  
Palo Alto, CA 94304  
415-858-3785 or 800-334-2564

#### **Dimensions**

The WEFA Group  
150 Monument Road  
Bala Cynwyd, PA 19004  
215-667-6000

#### **DRESCO, Inc. (Roddy On-line)**

4851 Keller Springs, Suite 100  
Dallas, TX 75248  
214-248-9186

#### **DRI/McGraw-Hill**

1750 K Street N.W., Suite 1060  
Washington, DC 20006  
202-862-3760 or 202-663-7600;  
or (for MAFS only):  
Suite 610, Gas Light Tower  
235 Peachtree Street, N.E.  
Atlanta, GA 30303  
404-521-3282

#### **Dun and Bradstreet Computer Services, Inc.**

187 Danbury Road  
Wilton, CT 06897  
203-762-2511

#### **General Electric Information Services (GEIS)**

401 North Washington Street  
Rockville, MD 20850  
301-294-5405  
Telex 898431  
FAX 301-340-4488

**GENIX Corporation**

4920 Campbell's Run Road  
Pittsburg, PA 15205  
412-788-3000

**Glimpse Corporation, The**

1101 King Street, Suite 601  
Alexandria, VA 22314  
703-838-5529

**IBM Information Network**

P.O. Box 30104  
Tampa, FL 33630-3104  
913-982-2111  
800-426-3333

**Information Plus**

(DRI/McGraw-Hill)  
Data Products Division Headquarters  
1750 K Street N.W., Suite 1060  
Washington, DC 20006  
202-862-3720

**Information Services**

see Control Data Corporation/Business  
Information Services

**International Association of Corporate  
Real Estate Executives, Inc. (NACORE)**

471 Spencer Drive South, Suite 8  
West Palm Beach, FL 33409-6685  
305-683-8111

**I.P. Sharp Associates, A Reuter Company**

Suite 1900, Exchange Tower  
2 First Canadian Place  
Toronto, Ontario Canada, M5X 1E3  
800-387-1588 or 416-364-5361;  
713-526-5275 in Houston, TX;  
214-369-1131 in Dallas, TX

**LOGIN Information Services**

245 East 6th Street, Suite 809  
St. Paul, MN 55101-9006  
612-225-1133

**Marshall and Swift Company**

1617 Beverly Blvd., P.O. Box 26307  
Los Angeles, CA 90026  
800-526-2756 or 213-250-2222

**Mead Data Central, Inc.**

P.O. Box 933  
Dayton, OH 45401  
513-865-6800  
800-227-4908  
FAX 518-365-6909

**Metro-Base**

c/o Shaw-Land Data, Inc.  
P.O. Box 790907  
San Antonio, TX 78279  
512-458-6367

**National Planning Data Corporation (NPDC)**

P.O. Box 610; 20 Terrace Hill  
Ithaca, NY 14851  
607-273-8208  
FAX 607-273-1266  
or  
4560 Beltline Road  
Dallas, TX 75234  
214-980-0198

**NewsNet, Inc.**

945 Haverford Road  
Bryn Mawr, PA 19010  
800-345-1301 or 215-527-8030  
FAX: 215-527-0338

**On-Line Research, Inc.**

200 Railroad Avenue  
Greenwich, CT 06830  
203-661-1395  
FAX 203-869-8326

**PPI Data Base**

5550 LBJ Freeway  
Suite #300  
Dallas, TX 75240  
214-980-2900

**PSI Energy Software, Inc.**

800 Gessner Road, Suite 1220  
Houston, TX 77024-4257  
713-496-4850

**Real Estate Information Network**

see NewsNet, Inc.

**REAL-COMP On-line**

7801 North Lamar  
Austin, TX 78758  
512-459-8300

**REDI On-line**

REDI Inc.  
1700 N.W. 66th Ave.  
Fort Lauderdale, FL 33313  
800-345-REDI Ext. 2703  
Dallas: 214-390-9009

**Renters Comp.**

National Planning Association Data  
Services, Inc.  
11 Greenway Plaza, Suite 1200  
Houston, TX 77046  
713-850-1781



**REVAC-Real Estate Valuation and  
Consultants, Inc.**

11777 Katy Freeway, Suite 500  
Houston, TX 77079  
713-496-2788

**Roddy's Fast-FAX**

*see* DRESCO, Inc.  
For Dallas/Fort Worth:  
214-248-9156

**STSC, Inc.**

2115 East Jefferson Street  
Rockville, MD 20852  
301-984-5000  
TWX 710-828-9790 STSC ROVE

**Texas Department of Highways and  
Public Transportation**

Division of Motor Vehicles  
Austin, TX 78779  
512-465-7531

**U.S. Department of Commerce**

Office of Business Analysis and  
Economic Affairs  
National Technical Information Service  
5285 Port Royal Road  
Springfield, VA 33161  
202-377-1986

**WEFA Group, The**

(formerly Wharton Econometrics)  
150 Monument Road  
Bala Cynwyd, PA 19004  
215-667-6000  
800-322-9332

**West Publishing Company**

50 West Kellogg Blvd.  
P.O. Box 64526  
St. Paul, MN 55164-0526  
612-228-2500  
800-328-0109  
800-937-8529

**WorldGroup Companies, Inc.**

P.O. Box 30104  
Tampa, FL 33630-3104  
USA  
813-872-2111  
800-426-3333  
800-423-2347

**Producers**

**American Banker-Bond Buyer**

A division of International Thomson  
Publishing Corporation  
Database Services  
1 State Street Plaza  
New York, NY 10004  
212-943-6303  
212-943-6166  
800-356-4763  
Telex 882385 AMERBANK NYK  
Telex 129233 AMBANK  
TWX 710-581-4412  
FAX 212-943-2222  
E-mail DATAMAIL: SVBJAA  
E-mail DAILMAIL: 14015  
E-mail DIALMAIN: 15493

**Boeckh Valuation Service**

Division of American Appraisal Association Inc.  
525 E. Michigan St.  
P.O. Box 664  
Milwaukee, WI 53201-0664  
414-271-7240

**Bureau of the Census**

U.S. Department of Commerce  
Public Information Office  
Washington, DC 20233  
301-763-4051 or 301-763-4100

**Bureau of Economic Analysis**

U.S. Department of Commerce  
1401 K Street, N.W.  
Washington, DC 20230  
202-377-1986 or 202-523-0777

**Bureau of Labor Statistics (BLS)**

U.S. Department of Labor  
441 G Street, N.W.  
Washington, DC 20212  
202-523-1364

**CACI, Inc.**

On-line and Custom Data Services  
8260 Willow Oaks Corporate Dr.  
Fairfax, VA 22031  
703-876-2000 or 800-292-2224

**Coert Engelsman International, Ltd.**

P.O. Box 112  
Coudersport, PA 16915  
814-274-7602

**Congressional Information Services**

4520 East-West Highway, Suite 800  
Bethesda, MD 20814-3389  
301-654-1550

**Conway Data, Inc.**

40 Technology Park/Atlanta  
Norcross, GA 30092  
404-458-6026 or 800-554-5686

**Crain Communications, Inc.**

740 Rush Street  
Chicago, IL 60611  
312-649-5200

**DataQuick Information Systems, Inc.**

13160 Mindanao Way, Suite 240  
Marina Del Rey, CA 90292  
213-306-4295

**Donnelley Marketing Information Services  
(DMIS)**

A company of The Dun & Bradstreet Corporation  
70 Seaview Avenue  
P.O. Box 10250  
Stamford, CT 06904  
203-353-7474 or 203-353-7474  
FAX 203-353-7380  
and  
1901 South Meyers Road  
Oakbrook Terrace, IL 60148-5098  
312-495-1211

**DRESCO, Inc.**

4851 Keller Springs, Suite 100  
Dallas, TX 75248  
214-248-9186

**DRI/McGraw-Hill**

Data Products Division Headquarters  
1750 K Street N.W., 10th Floor  
Washington, DC 20006

**F.W. Dodge Division**

McGraw-Hill Information Systems Co.  
1221 Avenue of the Americas  
New York, NY 10020  
212-997-3815; 214-630-6111 in Dallas, TX  
713-529-4895 in Houston, TX

**Glimpse Corporation, The**

1101 King Street, Suite 601  
Alexandria, VA 22314  
703-838-5529

**Harrison Scott Publications**

1440 Broadway, Suite 1663  
New York, NY 10018-2301  
212-768-8180

**Haver Analytics, Inc.**

60 East 42nd Street, Suite 620  
New York, NY 10017  
212-986-9300  
800-328-1921

**Institute of Real Estate Management**

430 N. Michigan Avenue  
Chicago, IL 60611-4090  
312-661-1930

**International Association of Corporate  
Real Estate Executives, Inc. (NACORE)**

471 Spencer Drive South, Suite 8  
West Palm Beach, FL 33409-6685  
305-683-8111

**LOGIN Information Services**

245 East 6th Street, Suite 809  
St. Paul, MN 55101-9006  
612-225-1133

**Market Data Retrieval, MDR**

A company of The Dun and Bradstreet  
Corporation  
16 Progress Dr.  
Shelton, CT 06484  
203-926-4800 or 800-243-5538

**Marshall and Swift Company**

1617 Beverly Blvd., P.O. Box 26307  
Los Angeles, CA 90026  
800-421-8042 or 213-250-2222  
800-526-2756

**M/PF Research, Inc.**

5550 LBJ Freeway  
Suite 300  
Dallas, TX 75240  
214-980-2900

**National Planning Association Data Services, Inc.**

11 Greenway Plaza, Suite 1200  
Houston, TX 77046  
713-850-1781

**National Planning Data Corporation**

P.O. Box 610; 20 Terrace Hill  
Ithaca, NY 14850  
607-273-8208

**NewsNet, Inc.**

945 Haverford Road  
Bryn Mawr, PA 19010  
800-345-1301  
215-527-8030  
FAX 215-527-0338

**North Texas Council of Government**

**Regional Information Center**

616 Six Flags Drive  
Arlington, TX 76011  
TWX 710-828-9790  
STSC ROVE

**Office of Aviation Analysis**

Department of Transportation  
800 Independence Avenue  
Washington, DC 20591  
202-366-4403

**Online Resource Exchange, Inc.**

601 Poydras Street, Suite 2011  
New Orleans, LA 70130  
504-581-1806

**Prospector Research Services, Inc.**

751 Main Street  
Waltham, MA 02154  
617-899-1271

**Real Estate Information Network**

see NewsNet, Inc.

**REAL-COMP**

7801 North Lamar  
Austin, TX 78758  
512-459-8300

**REDI, Inc.**

1-800-345-REDI, ext. 2703  
1700 N.W. 66th Ave.  
Fort Lauderdale, FL 33313  
Dallas: 390-9009

**REVAC-Real Estate Valuation  
and Consultants, Inc.**

11777 Katy Freeway  
South Bldg., 5th Floor  
Houston, TX 77079  
713-496-2788

**Robert A. Stanger & Co.**

1129 Broad Street  
Shrewsbury, NJ 07701  
201-389-3600 or 800-631-2291

**Robnor Group, Ltd., The**

P.O. Box 112  
Coudersport, PA 16915-0112  
814/274-7602  
TWX 910-250-5232 ROBNOR PA UQ  
FAX 814-274-7159

**Royal Institute of British Architects (RIBA), The**

66 Portland Place  
London W1N4AD  
England  
E-Mail DialMail: 15637

**Shaw-Land Data, Inc.**

P.O. Box 790907  
San Antonio, TX 78279  
512-458-6367

**Society of Real Estate Appraisers (SREA)**

Market Data Center, Inc.  
3805 N.W. Expressway; Suite 210  
Atlanta, GA 30340  
404-451-8960

**Stewart Title**

2200 West Loop South, Suite 150  
Houston, TX 77027  
713-965-0011

**Tax Management, Inc.**

A subsidiary of the Bureau of National Affairs,  
Inc. (BNA)  
4131 25th Street, N.W.  
Washington, DC 20037  
202-452-4132

**Texas Department of Highways and Public  
Transportation**

Division of Motor Vehicles  
Austin, TX 78779  
512-465-7531

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# Appendix

## On-line Database Primer

By Waldo Born

The user can easily see the kind, arrangement and amount of data in a publication but not in a computer database. A database may contain several hundred files with several thousand records. In addition, a record may have more than 300 fields, each containing different pieces of data. The user wants to purchase only the required data and needs to know if the information can be accessed simply and inexpensively. Information about database structures, producers and on-line services, equipment and procedures for access as well as hints to evaluate costs should assist real estate professionals.

### Database Structure

A database includes one or more database files. A file is a collection of records and is the smallest complete batch of data that can be referenced. Selecting a file is similar to selecting a book in a library. The layout and kind of information in each record in a particular database file are similar. A specific element—for example, sales price—will be found in the same place in each record of the database file.

### Producers and On-line Services

The database is developed and maintained by a database producer who collects and tailors data from various government and private sources. In some cases the data are available for free from the government, but the producer might organize the data so they are easier to use. The producer also may provide computer programs that will manipulate data and analyze statistics for the user.

The database is accessed through an on-line service that may be different from the producer. The on-line service maintains the database on a large computer that has time-sharing capability permitting many users simultaneous access.

On-line services usually offer several database access packages with varying prices. Most offer unlimited access packages, and some will tailor support for large user needs. Charges generally can be divided into four categories: long distance telephone time, on-line connect time, CPU (control processing unit) time and data unit costs, which may be per record or per report. On-line services may have database license or royalty fees and monthly minimum charges.

### Equipment for On-line Database Access

Equipment (i.e., hardware) requirements are a personal computer and a modem. The computer

must have a serial interface card and a data cable if an external modem is used. A dealer familiar with both the computer and the modem can be consulted regarding compatibility. For a guide to evaluating personal computers, see *Considering Computers: A Primer on Real Estate Applications*, Real Estate Center publication 610.

The modem is an add-on electronic circuit box or an additional circuit board in the computer. The modem allows a user to communicate with a remote computer through the telephone system. The modem acts like the computer's telephone instrument, changing computer information to telephone system analog (voice) information and back again.

### Modem Setup

The modem capability must be compatible with the on-line service. Information may be transmitted and received at various speeds including 300 baud, 1200 baud, 2400 baud and 9600 baud. To determine the approximate character transmission rate, divide the baud rate by 10. A 300 baud rate will transmit about 30 individual letters or numbers per second. An average page of data containing 1,500 characters would require about 50 seconds to transmit at 300 baud but only slightly more than 6 seconds at 2,400 baud. A higher baud rate uses less long distance time and less on-line connect time, but the high baud rate modem costs more and on-line services usually charge more for transmitting at the higher baud rates.

Once the equipment is set up and the modem control program properly installed, the user has to set certain parameters. This is the communications protocol setting and is necessary to meet the unique characteristics of each on-line service. The protocol duplicates the transmission speed, the properties of the data, the start and stop signals used to control information flow between computers and transfer methods and error-checking schemes used for transmitting computer data files.

In serial data transmission, the seven or eight individual bits that make up each byte (one character) of data are transmitted one after the other. There are two types of transmission processes: asynchronous and synchronous.

In asynchronous communications, the characters may be transmitted with any arbitrary spacing. The interval between characters may be completely irregular, as a typist might enter data. In this process, a single "zero" or "start bit" precedes each character to signal the receiving system that the next eight bits constitute a byte of data and either one or two "stop bits" follow. Characters are recognized by the start and stop signals.

For synchronous communications the transmitting and receiving systems must be precisely synchronized for the incoming data to be correctly received. A different piece of hardware is required in the receiving computer to support synchronous communications, a synchronous serial communications board. Most communications with a personal computer are asynchronous. Successful communications between two computers require both to be using the same type of serial interface (synchronous or asynchronous), and five parameters must be matched. The parameters are transmission speed (baud rate), duplex, parity, number of data bits and number of stop bits.

The duplex parameter indicates whether data may flow simultaneously in both directions. Both computers may send and receive data at the same time in a full-duplex system. The on-line service computer can echo back to the receiving computer to permit data checking and confirm that the data were received correctly. When operating at half-duplex, the data transmission accuracy is not checked. The computer commands transmitted to a half-duplex on-line system may not be displayed on the screen unless the modem program or computer internal switches have been set to "echo" the commands. If the system is set for half-duplex and the on-line service set for full-duplex, every character will appear on the screen twice. Most systems will operate at full-duplex.

The stop bits that follow each data byte may have to be specified. Although eight bits (a bit is either a digital "zero" or "one") are in a data byte, only seven bits are required to store all of the printable American Standard Code for

Information Interchange (ASCII) characters in ordinary text. The number of stop bits may be one or two, which is not important, but the number of stop bits determines the number of data bits in each byte, which is important. Also, the last bit or eighth bit position usually is used for communications error checking known as parity checking.

The value of the parity bit is assigned by the transmitting system. Parity is either even or odd. With even parity, if the data character has four "one" bits and three "zero" bits, the parity bit becomes a "zero" so that there are four "one" bits (an even number). If odd parity were used, the parity bit value in this example would have been "one" resulting in an odd number of "one" bits. The receiving system calculates what the parity bit value should be based on the parity assignment and the number of "one" bits in the data byte. The receiving system checks the calculated value against the parity bit value transmitted for a match. A non-match causes data byte retransmission. Most systems use even parity although some do not use parity at all.

### **Getting On Line**

A user uses a computer to dial a telephone number that links the user's computer with another system. Using a special user number and password, the user gains access to the host computer and requests access to a particular system and database. The menu driven interactive language used by the host system allows the user to select, retrieve and display specified information. The user requires a communications program for displayed information to be printed or stored. Some host systems include programs that permit statistical analysis and other data manipulation. CPU time on large computers is expensive. Data can be downloaded and analyzed on the user's personal computer to reduce costs.

### **Evaluating Cost**

A cost analysis of on-line databases should include direct and indirect costs and benefits. For example, the subscription fee for an on-line service may be more than for published data, but the on-line data may be more current and accessed more efficiently on the computer, reducing labor costs. Furthermore some data are only available on line. The following worksheet may be used as a guide for analyzing costs.

## Evaluation of Data Costs

Data Needed: \_\_\_\_\_

### Paper Copy Data Costs Per Year

- Cost of delay until current data available: \_\_\_\_\_
- Subscription cost: \_\_\_\_\_
- Labor cost to obtain from library:
  - to enter in computer files: \_\_\_\_\_
  - to check entry mistakes: \_\_\_\_\_
- Cost of publication shelf storage: \_\_\_\_\_

Total: \_\_\_\_\_

### On-line Data Costs Per Year

- Modem and other equipment costs: \_\_\_\_\_
- Training costs: \_\_\_\_\_
- Account fees: \_\_\_\_\_
- License or royalty fees: \_\_\_\_\_

Per session costs:

Data units\* \_\_\_\_\_ x \_\_\_\_\_ (number of sessions per year) = \_\_\_\_\_

CPU time \_\_\_\_\_ x \_\_\_\_\_ (number of sessions per year) = \_\_\_\_\_

Connect time \_\_\_\_\_ x \_\_\_\_\_ (number of sessions per year) = \_\_\_\_\_

- Additional telephone expense:  
(connect time multiplied by number of sessions  
per year times average telephone cost per minute) \_\_\_\_\_

Total: \_\_\_\_\_

\* Data may be measured in text units, data units, resource units, by report or other means. Consult with applicable on-line vendors to clarify data changes for your data requirements

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