

PropertyValue Index

PRODUCT SPECIFICATION

Product Description

PropertyValue Index can be used by businesses to identify customers and prospects based on their likely net worth.

PropertyValue Index is a relative measure of the median house and land value by Census Collection District (CCD) or Street Segment (SS) for each state in Australia, except Tasmania and the Northern Territory, where property value data is unavailable. This index consists of a ranking of 1 to 10 for each CCD and SS, where 1 represents the lowest 10% of median house values in the state and 10 the highest 10% of median house values in the state.

Definitions:

Australia - Census Collection District (CCD) is:-

- The base geographic boundary used by the Australian Bureau of Statistics to report on the Census
- Each CCD contains, on average, between 200 – 250 households
- There are 38,704 CCD's in the 2006 Census
- Each CCD in Australia has one PropertyValue index allocated

A Street Segment (SS) is:-

- An aggregation of buildings in the same street within a CCD
- It contains, on average, between 10 – 25 households and has been developed by Veda Advantage
- There are 434,309 Street Segments in Australia (as per March 2008)
- Each Street Segment has one PropertyValue Index band allocated

How to Access this Product

If you would like to use PropertyValue Index you have two options for accessing it.

1. Data License

By signing a data licence agreement, you will receive a CD containing the PropertyValue Index data set on a quarterly basis. For the period of this agreement you have the right to use this data set in-house for all your data segmentation and marketing activities.

2. Online data enhancement via Data Express

You can append PropertyValue Index to your address records online by going to our web portal Data Express (www.dataexpress.vedaadvantage.com). Once you've registered for this service, you can upload your address records, submit a request to have PropertyValue Index appended, and download this data once the job request has been processed.

Option 1: Data License

Requirements

In order to use PropertyValue Index as a data licence, you should have either of the following:

- The latest Australia Post Delivery Point Identifiers (DPIDs) appended to your in-house data or
- Full address details for each record (best split into separate fields for address, suburb, state and postcode)

If you do not have access to DPIDs, Veda Advantage can provide you with a software solution that can append the PropertyValue Index bands to your customer and prospect address data.

Deliverables

On a quarterly basis you will receive a CD containing one or both of the below deliverables:

- Lookup table with the following fields:
 - DPID
 - PropertyValue Index indicator
- Veda Advantage software solution that can append the PropertyValue Index bands to your customer and prospect address data.

Option 2: Online Data Enhancement via Data Express

Requirements

In order to use Data Express you will need to do the following:

- Use Microsoft Internet Explorer version 5.5 or above
- Go to www.dataexpress.vedaadvantage.com and register for the service
- Compile the file of address records you wish to enhance, including at minimum the following fields:
 - Address
 - Post Code
 - State
- Ensure your file is saved in either a .TXT or .CSV format (data held in common applications like Excel or Access can easily be saved or exported into a .TXT or .CSV format)
- Open your .TXT or .CSV file using a text editor (e.g. Microsoft Notepad) – you will be asked to cut and paste a sample of your data from the text editor into Data Express

Deliverables

- After you have uploaded your file and submitted a job to Data Express for processing, you will receive a complimentary Summary Report by email
- The Summary Report will summarise the number and % of the records you submitted where PropertyValue Index was successfully appended you may then decide whether to purchase and download the data
- When you download the enhanced data file you will find that a PropertyValue Index field has been appended

FIND OUT MORE

If you would like more information about licensing PropertyValue Index on an ongoing basis, please contact us.

Phone: **1300 783 099**

Email: salesvsgau@vedaadvantage.com

If you would like to access PropertyValue Index online, please go to www.dataexpress.vedaadvantage.com