

IAS360™

House Price Index

FACT SHEET

Think outside of the box, think IAS360

The IAS360 House Price Index is the new indicator of housing market trends designed to provide the market with more accurate, granular and timely trending. At its most volatile time in US history, the US housing market demands something more from its experienced industry professionals; a closer look. As a leader in default management and residential collateral valuation, Integrated Asset Services, LLC (IAS®) delivers the next generation HPI.

A closer look

- ✔ Unlike traditional indices, IAS360 trends house prices at the county-level, rather than MSA or CBSA. IAS approaches real estate with a sharp analytical eye, understanding that residential real estate markets are a local phenomenon and easily influenced by numerous market factors. While most indices trend broad geographical areas, IAS narrows market boundaries, treating each county as its own market rather than lumping counties together and blurring the trend lines.
- ✔ IAS360 does not use the "repeat sales" methodology because it significantly limits the number of transactions available to define the trend which may be exacerbated in slower market conditions. The IAS360™ House Price Index utilizes proprietary patent-pending technology that aggregates micro-geographies characterized by 400 scaled and weighted social, economic, geographic and housing attribute dimensions. There are approximately 15,000 defined iSegments™ nationwide. IAS360™ county-level indices are built upon the iSegment methodology.
- ✔ IAS360 summarizes median house price trends and appreciation or depreciation occurring monthly within 360 US counties, 9 US census divisions, 4 US regions and the nation. The IAS unique segmentation methodology is the foundation all of IAS' technology products. To learn more about our unique segmentation methodology that offers real-time trending by property type at the neighborhood level, please visit the Client Services page on the www.iasreo.com website.



Data

- ✔ As a trusted provider of valuation services, IAS understands the importance of house value accuracy. We cross-check information and obtain second opinions across our data set. In many areas, county record data is not recorded properly, if at all, and is often slow to record sales. Relying solely on this source would result in outdated trend lines, which would lessen an index's utility in the mortgage banking and real estate industries. IAS supplements its main source of data with more current, real-time sources and diligently filters, scrubs and cross references all incoming data. The use of additional data sources increases the percentage of transactions utilized in the IAS360 and allows for the use of additional market influencing data.
- ✔ An index is only as good as its data, which is why IAS360 includes all transactions that meet "arms-length criteria." In addition to Fannie Mae and Freddie Mac-backed transactions, the current residential real estate market also reacts to non-conforming, conventional and VA and FHA-insured loans, which make up a significant percentage of transactions excluded by traditional indices.