



DataMaster<sup>®</sup>

# DataMaster Pro

The Gold Standard for  
Appraisal Data Management



What is DataMaster?

# Built by appraisers, for appraisers

For over 40 years, DataMaster has been dedicated to making the lives of appraisers easier. Our customers save thousands of hours each year.

Designed to prioritize appraisers' needs, DataMaster ensures control over reports. One of our goals is to create software that aids appraisers in staying USPAP-compliant, enabling the creation of reports that stand up to scrutiny from regulators and clients.

DataMaster automatically preserves data from all considered properties, not just those in the final report. This way, you can demonstrate your work to underwriters and reviewers, even if additional properties weren't chosen for your assignment.

We empower your workflow with user-friendly tools that make your life easier. Let us introduce you to some of DataMaster's powerful features.

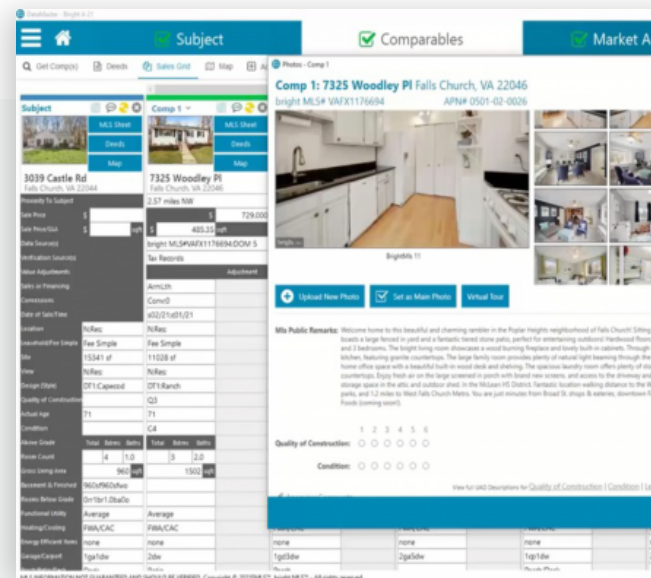
Through patented data import, formatting processes, and Smart Field Technology, we consistently save appraisers time and energy. **By allowing appraisers to focus on data analysis instead of typing, DataMaster users can save an hour or more per report.**

**We focus on helping you create strong assignment workfiles that stand up to scrutiny and help you build and maintain your reputation as an expert.**

## DataMaster Pro

DataMaster Pro is our flagship software, boasting everyday-use features that make it the market's most advanced appraisal data management tool. Utilizing full MLS back-end database access, DataMaster Pro equips you with timely data for expert decision-making.

One of the first things you'll notice about DataMaster Pro is how easy it is to get started. The intuitive workspace allows you to start working right away, creating your first report within minutes.





# DataMaster Pro Features

## Subject Information

- Using the MLS number, address, or Tax ID to locate the property through our Property Search function. Evaluate assignments with basic property info without initiating a new report.
- A key feature is our patented formatting engine that can format the information you need according to your preferences and assignments, eliminating retyping.
- Within seconds, we gather details from your MLS and public records about the subject property, including the information you need on the first page of your reports.
- Review the deeds and select the current sale and prior sales in DataMaster.



This service has cut my typing in half. I was reluctant at first as I didn't want to give up any of my independence. After using this for the first time I was sold. Saving the time allows me more time to review my work.



Cynthia  
Long Time Residential Appraiser  
and DataMaster User



## DataMaster Pro Features

# Sales Comparison & Comparables Grid

Rick Lifferth built DataMaster to serve as many appraisal assignments as possible. Based on the philosophy that software should benefit as many appraisers as possible on as many reports as possible, he created DataMaster to work primarily with the Sales Comparison Approach to Value. Appraisers get a comparables grid packed with useful, time-saving features.

### Custom formatting

Format all the fields in the grid, saving you time when you clean each comparable property. Format data in UAD format or other specific formats requested by clients.

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### MLS property photos

See inside the comparable properties and make quality and condition decisions within DataMaster.

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### Street view and aerial property views

Use these integrations to help you make your location and view decisions for each property.

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### Property deeds

Review deeds for each comparable property as you work.

### DataMaster Standard Addendum

Give underwriters the information they need in a simple addendum and eliminate the back and forth of questions to speed up the entire process.

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### CompTracker by DataMaster

Receive alerts for prior property use and maintain consistency with past decisions.

Save even more time and energy by using your prior appraisal data. Share data with trusted peers in a USPAP-compliant way.

Learn more at [datamasterusa.com/comptracker](https://datamasterusa.com/comptracker)





## DataMaster Pro Features

# Sales Comparison & Comparables Grid

Property	Address	City	State	Zip	Distance	Price	Price/sqft	Fmls#	DOM	Doc#
Comp 1	570 Elden Dr Ne	Atlanta, Ga	30342		0.4 miles N	\$ 515,000	\$ 251.71/sqft	Fmls#6641666:DOM 5		No Doc Selected
Comp 2	435 Forest Hills Dr Ne	Atlanta, Ga	30342		0.27 miles NE	\$ 520,000	\$ 325.81/sqft	Fmls#6542951:DOM 129		Doc#60726-590
Comp 3	330 Forest Valley Ct	Atlanta, Ga	30342		0.04 miles W	\$ 59,000	\$ 269.09/sqft	Fmls#6583773:DOM 9		Doc#60407-504

Property	Total	Bdms	Baths	Area
Comp 1	2	2.0		2436 sqft
Comp 2	1	2.0		1596 sqft
Comp 3	4	2.0		2200 sqft

- Click to order and reorder your sales comparison grid - drag and drop comparables to match your assignment.
- Save the properties you considered - when you export your information to your form software, you can select the properties to send. We will save the other comparables you examined in your digital workfile, so you have a record of everything you explored.
- Eliminate comparables that don't fit your assignment - as you review the deeds for each property, you can make sure they meet your requirements without taking the time to clean them.



# DataMaster Pro Features Market Analysis

Market analysis is an essential part of an appraisal. DataMaster has made it easier to produce high-quality, understandable reports with just a few clicks.

### See how the market changes with live data

Select the effective date of your report. Using our direct access to our MLS partner databases, you can see the changes in real-time, instead of relying on static data you downloaded to your computer.

### Choose graphs to represent the data in your report

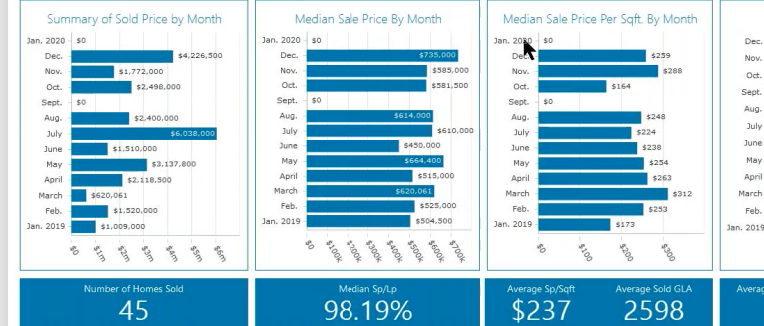
Select diagrams that meet your needs and make your work stand out from other appraisers. Customize the look and feel of your charts.

### Save time with Smart Field Technology

Create templates with Smart Tags to merge data into your paragraphs without copying and pasting the data from another source. All the data is at your fingertips.

Review a summary of your market conditions data

Sale Price		List Price		Year Built		Age		GLA		Lot Size	
Mean	\$596,664	Mean	\$603,589	Mean	1965	Mean	35	Mean	2079	Mean	
Median	\$587,500	Median	\$599,000	Median	1960	Median	60	Median	2436	Median	
Mode	\$550,000	Mode	\$575,000	Mode	1960	Mode	60	Mode	1855	Mode	
Range	\$475,500	Range	\$529,000	Range	34	Range	34	Range	4373	Range	
Min	\$438,500	Min	\$370,000	Min	1953	Min	33	Min	1508	Min	
Max	\$904,000	Max	\$899,000	Max	1987	Max	67	Max	5881	Max	



Effective Date: 12/31/2019  
 Trendline Equation:  $1.7849E-14x + 234.3154$   
 Polynomial Curve Equation:  $-6.48110E-70x^5 + 1.4683E-58x^4 + 1.2322E-48x^3 - 4.2209E-26x^2 + 4.1437E-12x + 151.4128$

### Remove outliers from your analysis

View all properties included in your market analysis. You can even delete any information that has an out-sized effect on your review.

### Get a list of market conditions data with calculations

Don't have to go through the hassle of calculating descriptive statistics for Sale Price, List Price, Year Built, etc. DataMaster provides you with the data you need for a solid workfile.

### Use validated statistical models in your final report

Get trend lines based on established statistics instead of relying on DataMaster to use the latest trends. Get the peace of mind that you can see and explain the formulas we use to supply the best data.





## DataMaster Pro Features

# Neighborhood Analysis

Define the market using your expertise to select the criteria. You can define your market area or property type. You're in control of the data you use, and how you use it.

- Easily import unlimited data sets to meet the needs of your assignment.
- Access DataMaster's customizable graphs to display and describe your data.
- Get data directly from your MLS and public records.
- Meet GSE criteria for the neighborhood analysis. Our tool makes it simple to have confidence that your neighborhood analysis is useful and complete.

Annual Comparison/Summary				
Median	Competing Market (1004 MC)		Neighborhood (Larger Market)	
	13-24 Months 05/12/19 - 05/11/20	0-12 Months 05/12/20 - 05/11/21	13-24 Months 05/12/19 - 05/11/20	0-12 Months 05/12/20 - 05/11/21
# of Sales	23	38	2	11
Sale Price	\$275,000	\$277,500	\$310,000	\$370,000
Sp/Sqft	\$172.41	\$194.96	\$230.89	\$275.94
DOM	10	4	47.5	14
Lp/Sp Ratio	99	100	96.75	97.06
GLA	1,595	1,380	1,312	1,022
Age	54	61	42	46
Lot Size	25,199 sf	25,173 sf	37,897 sf	19,166 sf
Total Bds	3	3	2	2
Total Bths	2	2	2	2