

Matrix Property Value Database

A unique insight into property related wealth

In recent years, property value has escalated considerably, bringing newfound wealth to many UK homeowners. As a measure of wealth, or for geo-demographic segmentation and market planning, insight into property ownership and value plays a significant role in understanding and targeting prospects and customers.

The **Matrix Property Value Database** is a unique resource of residential property data covering the whole UK and holds details of over 22 million residential properties across the 410 councils in the country. Based on Council Tax data, and segmented by all Council Tax bands, it is ideally suited to helping clients target individuals by the value of their property. It has been used to great effect marketing luxury cars, financial services, mortgages and estate agents, where users have wanted to pick off the wealthiest households within specific local areas.

The database also has a proven track record with clients wanting to enhance their own information on existing customers and prospects. Matching the **Matrix Property Value Database** to a client's data will aid segmentation and the identification of new prospects that match their selected customer profile.

Principle selection filters:

| | |
|----------------------|-----------------------------------------------------|
| Address: | PAF, NCOA, deceased and MPS screened |
| Council Tax band: | All nationally applied bands from 'A' to 'H' |
| Council Tax value: | Equivalent bands as applied by councils nationally |
| Property value: | Index linked bands tracing trends by region |
| Tenure: | Owner occupied, rented, council/housing association |
| Residence type: | Detached, semi-detached, bungalow, terraced, flat |
| Household owner age: | In bands from 18-25, through to 66+ |
| Length of residency: | In bands from 1 year through to 25+ |

Factual:

Unlike lifestyle data, which is largely based upon surveys and projections, the database is based mostly (90%+) upon actual local government valuations of each individual property. Property values are maintained through index linking each house to reported market trends by leading mortgage providers, HM Land Registry and Experian, who partner with Matrix-Data to provide this resource. Other information is a combination of factual data, where available, and modelled data where not.

Comprehensive:

The database contains all residential properties in bands 'A' to 'H' in the UK, and has been particularly successful in regional applications, targeting specific local areas. Given its broad and detailed scope, the **Matrix Property Value Database** underpins **PropertyTag™**, one of Matrix-Data's **WealthTag™** audit services, which tags your customer records against matched individuals with high wealth indicators.

Additional Data Enhancement:

Your existing information on your customers and prospects can be enriched by adding other variables such as Financial Stress, LifeStyle and Financial Strategy Segments from Matrix-Data. Collectively or selectively, these attributes can provide customised insight to suit your business intelligence needs. We also provide additional fact based intelligence such as the **Matrix Investor Database** to help filter precise prospecting details.

Prices:

Pricing details and quotations can be provided on request.

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HIGHLIGHTS

Properties c. 22m
Council Tax Bands 'A' to 'H'
Councils 410

Profiling

The database offers a wealth of data that can either be used as the source for targeting prospects or for profiling against and enhancing a client's own data. Data can also be selected using profiling tools, such as Experian's Financial Strategy Segments and MOSAIC, which can then be applied to 3rd party data sources.

Fulfilment

Matrix-Data can quote competitively on all aspects of fulfilment including printing stationery, personalising letters and other mailing items, finishing, matching and enclosing. Items can then be sent by mail, courier, facsimile or e-mail.