

DataMap Intelligence >>  
>> mapping the future of the american landscape

You Are Here

DATAMAP<sup>®</sup>  
INTELLIGENCE

>> West Berlin, New Jersey

/ year built:.....2007  
/ no. of new homes:.....349  
/ builder: J.S. Hovnanian & Sons, LLC  
/ community name:.....Montebello

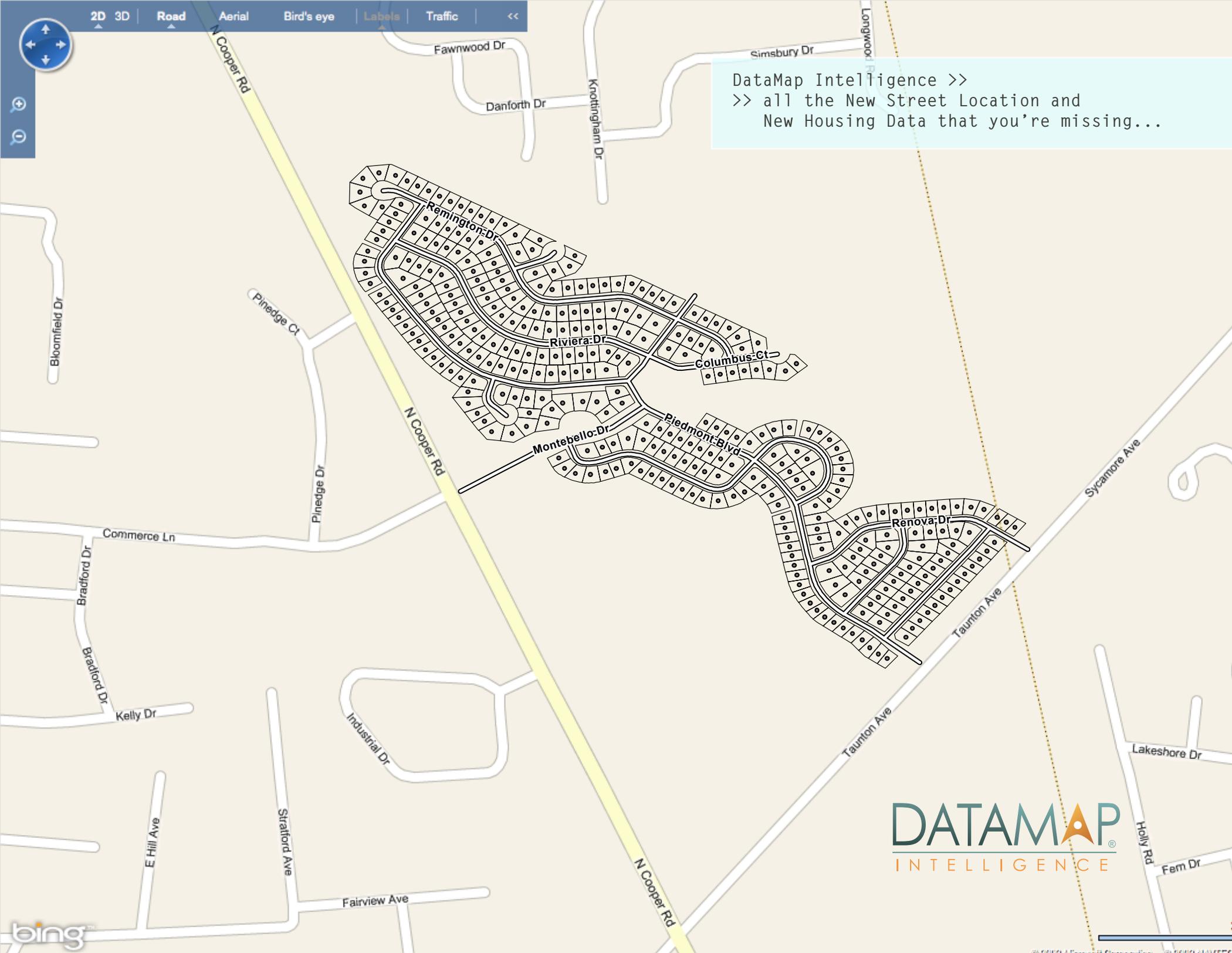
/ no. of new segments:.....38  
---/ Tele Atlas:.....missing  
---/ NAVTEQ:.....missing

/ type of homes:.....single family  
/ address:.....270 North Cooper Road  
/ zip:.....08091  
/ county:.....Camden  
/ latitude:.....39.81191  
/ longitude:.....-74.91960

/ additional geospatial data:

- \* Development boundary
- \* Street centerlines with address ranges
- \* Point addressing
- \* County parcel PIN and/or Block and Lot
- \* Parcel area, perimeter and acreage
- \* Centroid points of parcels
- \* Census block and tract

DataMap Intelligence >>  
>> all the New Street Location and  
New Housing Data that you're missing...



## about DataMap Intelligence >>

DataMap Intelligence is a complete and comprehensive data tracking company that collects and distributes data pertaining to all new residential development across the United States and Canada.

There are thousands of new residential developments created each year most of which are built on freshly minted streets. This makes it very difficult for companies in need of this data to remain abreast with the influx of new street location data. DataMap Intelligence tracks the information pertaining to new development in addition to a host of other relevant data.

In an ever changing environment where developments seem to sprout up overnight, companies related to real estate, mapping technology, demographic prediction and the financial sector simply cannot rely on inaccurate and obsolete data. DataMap Intelligence has tracking systems in place that follow every emerging residential development.

DataMap Intelligence collects data directly from the source and updates the information bi-monthly. The vast collection of information can be customized and delivered to fit any specific needs. Heralding the end of costly, unreliable, and outdated methods for data tracking, The dynamic possibilities of DataMap Intelligence provide real time data for companies that depend on accurate and updated data that is unavailable elsewhere.





## products by DataMap Intelligence >>

**DataMap DATA** provides fresh, manipulatable, exclusive raw data, useful to professionals in a variety of industries, guiding them in expansion goals, site selection and product marketability projections.

**DataMap STREETS** is a real-time tracking solution that catches virtually every new street as it comes into creation, allowing geographic data collectors to bypass the typical indexing lag inherent in other mapping technologies.

**DataMap MAPS** provides the most up-to-date, accurate representation of the detailed road network across the United States and Canada. DataMap Maps digital map data offers accuracy and detail not available elsewhere which will include virtually every street throughout North America.

**DataMap SNAPSHOT** is a unique application that allows one to create customized comprehensive snapshots of the entire new housing market across the United States providing an accurate snapshot into the future, displayed using Microsoft Virtual Earth.

**DataMap ANALYST** tracks the exact movement of the top 25 US home builders allowing users to compare and analyze month vs. month, builder vs. builder, and location vs. location to understand market trends and predict future marketing demographics.



DMI Data Output03596.xls

New Open Save Print Import Copy Paste Format Undo Redo AutoSum Sort A-Z Sort Z-A Gallery Toolbox Zoom Help

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
	DMI #	Rank	Number of homes built/year	Builder	Community	Sq. Ft.	Price	Address	Latitude	Longitude	City	State	Zip	Phone	County	Number of homes	Number of occupied	Number of new streets	C
2	41	1	53,410	D R Horton	Celebration Homes / Jubilee Homes at Th	1554	\$170,975.00	494 W Calle Franja Verde	31.997690	-110.979720	Tucson	AZ	85629	(520) 488-6126	Pima	91	40	6	30
3	430	1	53,410	D R Horton	Saint Rose Court	1413	\$241,900.00	10048 Aspen Rose Ct	36.007120	-115.121040	Las Vegas	NV	89123	(702) 738-1380	Clark	255	8	47	30
4	500	1	53,410	D R Horton	Carillon Forest	3257	\$370,990.00	3705 Keohane Dr	35.976830	-78.990029	Lincoln	AL	35096	(919) 489-7584	Talladega	163	65	7	40
5	820	2	49,568	Lennar	Cortessa (Laureates)	4000	\$750,000.00	18041 West Cheryl Dr	33.576983	-112.448642	Glendale	AZ	85355	(623) 328-9157	Maricopa	77	22	7	20
6	830	2	49,568	Lennar	Cibola Vista (Laureates)	4000	\$630,000.00	9204 W Bajada Rd	33.729688	-112.257980	Peoria	AZ	85383	(623) 878-4070	Maricopa	58	29	6	40
7	838	2	49,568	Lennar	Farmington Glen (Discovery, Horizon)	2000	\$230,000.00	10113 W Luxton Ln	33.405458	-112.279634	Phoenix	AZ	85353	(623) 936-4410	Maricopa	170	120	6	10
8	845	2	49,568	Lennar	Jade at San Lucas Gateway (Inaugurals)	1400	\$220,000.00	11322 W Smooth Pumice St	32.466524	-111.212190	Marana	AZ	85653	(520) 682-2525	Pima	39	36	8	40
9	849	2	49,568	Lennar	Savannah Laureates	4000	\$600,000.00	5622 N 184th Dr	33.517577	-112.457085	Glendale	AZ	85340	(623) 536-2311	Maricopa	51	1	3	20
10	1522	3	41,487	Pulte	White Tank Foothills / Canyon / Compass	3121	\$356,000.00	18137 W Las Palmaritas Dr	33.559117	-112.451070	Waddell	AZ	85355	(623) 476-8019	Maricopa	106	8	6	40
11	2076	4	37,539	Centex Homes	Ansley at Pilgrim Mill	2400	\$200,000.00	2705 Wynbrook Bend	34.235300	-84.104650	Cumming	GA	30040	(678) 455-5497	Forsyth	335	200	13	20
12	2479	5	32,124	KB Homes	Mariposa Trail	1734	\$199,990.00	2886 W Duskywing Dr	32.314010	-111.028610	Tucson	AZ	85741	(520) 219-3444	Pima	117	102	7	40
13	2903	6	20,201	K Hovnanian	Crossroads at Laveen Ranch	1600	\$250,000.00	7408 W Darrow St	33.378320	-112.218200	Laveen	AZ	85339	(602) 305-8643	Maricopa	135	119	7	20
14	2907	6	20,201	K Hovnanian	Las Luces at Star Valley	1725	\$214,000.00	652 W Smoky Falls Way	32.120017	-111.104475	Tucson	AZ	85746	(520) 578-0270	Pima	143	32	8	30
15	2915	6	20,201	K Hovnanian	The Willows - Manor series	1600	\$250,000.00	4150 E Milky Way	33.312414	-111.699631	Gilbert	AZ	85236	(480) 279-3175	Maricopa	89	50	0	20
16	3065	6	20,201	K Hovnanian	The Ridings at Upper Marlboro	3000	\$550,990.00	5214 Trotter Glen Dr	38.811851	-76.807855	Upper Marlboro	MD	20772	(301) 574-0216	Prince Georges	139	40	8	20
17	3292	6	20,201	K Hovnanian	Lakes at Mason Park	1882	\$139,950.00	1480 N Mason Rd	29.793260	-95.751730	Katy	TX	77449	(281) 492-6183	Harris	508	29	11	30
18	4779	10	13,123	MDC / Richmond American	Classics / Heritage / Medallion at Monter	3300	\$258,000.00	1606 E Kingman Pl	32.909100	-111.722480	Casa Grande	AZ	85222	(520) 316-0153	Pinal	116	60	9	20
19	4793	10	13,123	MDC / Richmond American	Miller Manor (Heritage / Vision)	2050	\$256,177.00	25076 W Eden Dr	33.395659	-112.589876	Buckeye	AZ	85326	(623) 386-7177	Maricopa	265	190	13	40
20	4808	10	13,123	MDC / Richmond American	Rancho Sahuarita - Presidio del Centinele	2050	\$231,990.00	217 Calle Gota	31.997090	-110.969830	Sahuarita	AZ	85629	(520) 465-3395	Pima	135	45	5	20
21	5550	13	9,602	Tousa / Enle Homes	Sunrise / Wildflower at Circle Cross Ranc	1920	\$244,990.00	770 W Love Rd	33.200740	-111.564740	Queen Creek	AZ	85242	(480) 968-7700	Pinal	107	39	6	20

Sample data



### **DataMap DATA >>**

By harnessing the power of the up-to-date exclusive data from DataMap DATA, users in the professional, entrepreneurial, and social services industries have discovered the numerous benefits of DataMap DATA. Drawing on the robust data applications available through DataMap DATA; expansion goals, site selection, and product marketability projections can now be based on science instead of guesswork.

Data includes: Builder Information, Development Information, Address of development, Latitude & Longitude coordinates, County, Phone, eMail, Type of home, Size of home, Sq. Ft., Price Range, Age of community, Number of homes, number of homes sold, number of new streets.



## DataMap STREETS >>

Since newly created residential developments are usually built on new streets, it is difficult and time consuming to keep track of virtually every new street location. DataMap Streets tracks this data and provides it to you - in real-time. Typically, new streets take 3-5 years to integrate into mapping software; DataMap Streets catches new streets as they come into creation.

DataMap Streets "new street location data" platform is a real-time tracking solution, detailing virtually every new street location throughout the United States and Canada. This makes keeping a clean, accurate geographic database nearly effortless. In an active building market, more than 45,000 new streets in 7,000 new housing developments emerge each year. The value of being able to track this development in a precise manner is invaluable. Using geospatial vector images to instantly integrate data for new streets and for those under construction, users bypass the usual 3-5 year indexing lag inherent in other mapping technologies.

This collection of data is extremely valuable to any company that populates geographic databases for mapping and related purposes. DataMap Streets will complement your current dataset with the most up-to-date new street data available.



### Base Street Data

- \* Street Centerlines with address ranges

### Additional Spatial Meta Data

- \* Name of Development
- \* City, County, State, Zip
- \* Point addressing
- \* Census Block & Tract
- \* County Parcel PIN and/or Block & Lot
- \* Parcel area, perimeter and acreage
- \* Centroid points of Parcels



TILE  
Valley  
Y SERIES

BUILD#	CITY	COUNTY	STATE	ZIP	LOT NO.	PERM. FT.	AREA FT.
CAMELOT HOMES	WOODYEAR	MARICOPA	AZ	85338-43	422 71079	8388 74268	
CAMELOT HOMES	WOODYEAR	MARICOPA	AZ	85338-34	418 71080	8387 87232	
CAMELOT HOMES	WOODYEAR	MARICOPA	AZ	85338-33	382 48044	8386 83881	
CAMELOT HOMES	WOODYEAR	MARICOPA	AZ	85338-32	378 48045	7965 71051	
CAMELOT HOMES	WOODYEAR	MARICOPA	AZ	85338-37	378 47981	7917 54896	

CITY	COUNTY	STATE	LEFTYRHM	S.A.
WOODYEAR	MARICOPA	AZ	1761	
WOODYEAR	MARICOPA	AZ	1822	
WOODYEAR	MARICOPA	AZ	1796	
WOODYEAR	MARICOPA	AZ	1426	
WOODYEAR	MARICOPA	AZ	14482	
WOODYEAR	MARICOPA	AZ	8	
WOODYEAR	MARICOPA	AZ	98920	
WOODYEAR	MARICOPA	AZ	14789	
WOODYEAR	MARICOPA	AZ	14478	
WOODYEAR	MARICOPA	AZ	1769	
WOODYEAR	MARICOPA	AZ	1880	
WOODYEAR	MARICOPA	AZ	94881	



#### Developer/Development/Community Data

- \* Developer Data: Name, Address, Phone, Email, Rank.
- \* Development Boundary
- \* Lat/Long coordinates of development entrance
- \* MSA Area
- \* Age of Community
- \* Home type
- \* Average sales price of homes
- \* Number of homes in Community
- \* Average square feet of home

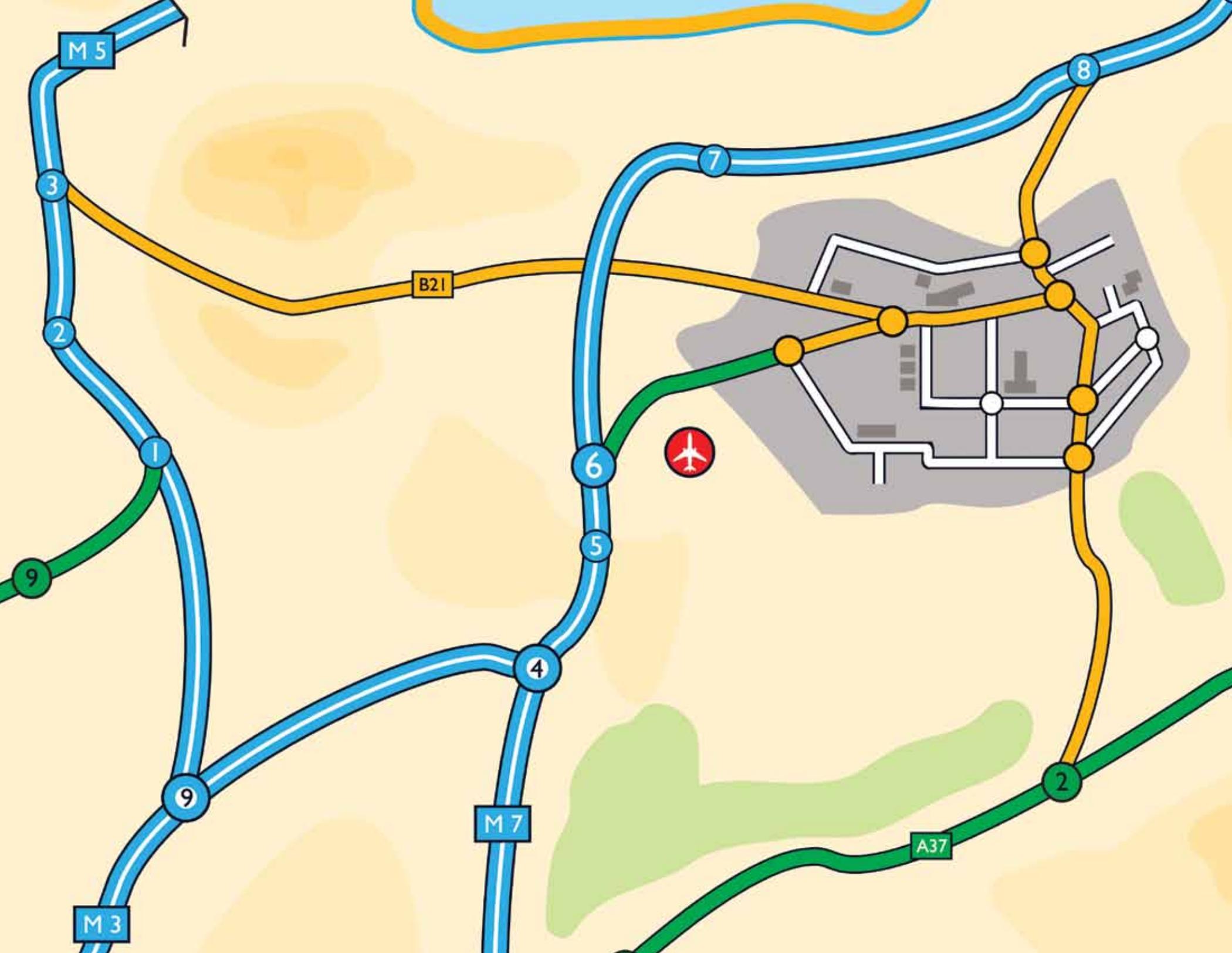
What sets DataMap Streets apart from other data retrieval methods such as NAVTEQ, Tele Atlas, County Planning Agencies, USGS and Tiger is the real time pulse in tracking all new streets which are in the “move in” developmental stage.

Our bi-monthly updated database will ensure that you have the most current data available. Utilizing the DataMap Streets dataset will provide you with the precise location and street layout of virtually every new residential development. This can then be quickly integrated into your mapping dataset.

Our up-to-date information makes DataMap Streets the first stop for any company that collects geographic datasets for mapping software. Armed with the knowledge of thousands of unlisted streets, our data will afford your company a huge advantage. You will have the ability to quickly integrate the most current new streets into your dataset at a highly efficient rate.

You no longer have to settle for outdated maps that are missing important information. Instead, be prepared to receive the best new street location data, each and every time, through DataMap Streets.





M5

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M3

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M7

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A37

## **DataMap MAPS >>**

DataMap Maps provides the most up-to-date, accurate representation of the detailed road network across the United States. DataMap Maps digital map data offers accuracy and detail not available elsewhere which will include virtually every street throughout North America.

Continuously updated to maintain its precision, it will be the foundation for hundreds of new navigation services and applications. Engineers and application developers, wireless (cellular) and Internet navigation service providers, automotive manufacturers, and electronics companies will be using DataMap Maps data to drive existing navigation products, and to help develop the next wave of innovations.

DataMap Maps digital map data is fueling a new era of innovative thinking. An invention indeed; with its high level of detail and accuracy, DataMap Maps digital map data is the sure route to get the most up to date map data at a reasonable price.

BETA version to be released Mid 2009.

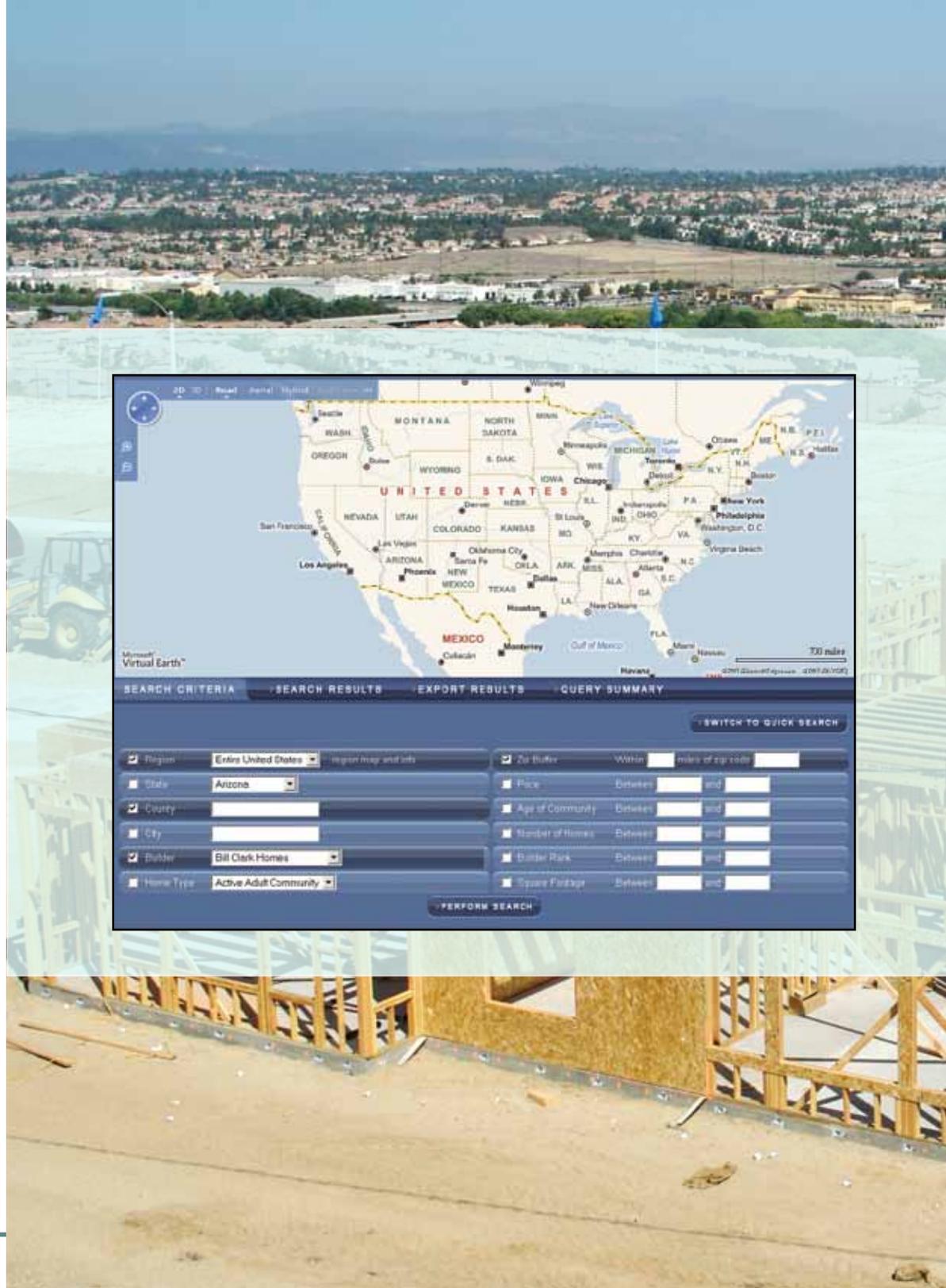


## DataMap SNAPSHOT >>

DataMap Snapshot is a unique application that allows one to create customized comprehensive snapshots of the entire new housing market across the United States. DataMap Snapshot is powered by an extensive dataset that tracks all new home sites of the top 200 builders. Detailed search options place the interactive map of choice at your fingertips. Cutting-edge features provide powerful visual analysis benefits. Expand your business to uncharted sites by using DataMap Snapshot to inform you about prime developing areas pertaining to your line of business.

Updated bi-monthly and extensively researched, DataMap Snapshot is the most accurate and exceptional collection of data available. The user friendly interactive map enables business professionals to effortlessly visualize and explore future demographic trends. With DataMap Snapshot's comprehensive data on future demographic trends you can constantly keep current with vital information about the new housing market, all from the comfort of your office desk.

Using DataMap Snapshot does not require any special technological expertise. Just enter your search criteria and submit your query. In seconds, you will have a world of information at your fingertips, all clearly presented on a map complete with high-tech zoom features.





**DataMap ANALYST >>**

Wall Street Analysts and Market Research Groups know that relying on outdated or inaccurate housing starts information adds unnecessary risk. DataMap Analyst provides the most concentrated, potent data available.

Track the exact movement of the top 25 US home builders. Compare, and analyze month vs. month, builder vs. builder, and location vs. location to understand market trends while predicting future marketing demographics. DataMap Analyst provides you with real time data so that you can make informed decisions in the financial markets.

BETA version to be released Mid 2009.



## Message from the CEO



**Dear Client,**

I am pleased to present you with the most contemporary and accurate products available in the mapping and geographic data industry.

As a residential land developer, I began researching the pace and course of all newly created residential developments across the United States. At the time, I encountered difficulties accessing required data such as the exact location of the new/proposed developments, new streets, number of new homes to be built and other development characteristics. The amount of data that was available was limited and inconclusive.

Therefore, I developed a system in which data is collected directly from the builders and developers and is then processed, mapped and cross-referenced. As a result, under the umbrella of DataMap Intelligence, Inc. I launched five distinct product lines that provide accurate data on all aspects of new streets and developments across the United States and Canada.

While this data is highly valuable for any type of research in real estate, banking, retail industries, social services, and governmental work, it also serves the simple task of “putting streets on the map.” The average time it takes for streets of a new development to appear on any map, including maps of the largest data providers such as Tele Atlas and NAVTEQ, is four years. With DataMap, you will often receive data on streets in a new development prior to ground breaking.

To date, DataMap Intelligence has collected information of more than 175,000 new streets as well as additional data that has not been collected until now. This select data is available exclusively through the different products offered by DataMap Intelligence.

I welcome you to the world of current and accurate data with DataMap Intelligence.

Sincerely,

A handwritten signature in blue ink that reads "Charlie Schwab". The signature is fluid and cursive, with the first name being more prominent.

**Charlie Schwab**  
*President and CEO*





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