

Residential Capital Growth Indicator

PRODUCT SPECIFICATION

Product Description

Residential Capital Growth Indicator is a modelled variable that estimates a range of capital growth that has accrued to the owner occupant of a residential property over the previous two years. The Residential Capital Growth Indicator covers residential properties in all states and territories of Australia excepting Tasmania and the Northern Territory.

A capital growth band assigned to each property is a result of the difference between an estimated market value at a point in time compared to the estimated market value over the following two year period.

This indicator is appended at the household level and each property, with a valid DPID, is allocated to a band, 0 (negative or no growth) – 10 (high) where:

1. There has been no property transfer registered during the two year period, and;
2. Does not appear to be a new address during the two year period, and;
3. The residence is expected to be occupied by the owner

Where the residence fails any one of the above criteria a code of 99 is appended. The Residential Capital Growth Indicator will be updated on a quarterly basis.

Definitions:

Capital Growth: The difference between the estimated value of a residential property over a two year time span. The initial release will cover the period September 2006 to September 2008

DPID: Australia Post's Delivery Point Identifier.

How to Access this Product

If you would like to use the Residential Capital Growth Indicator you have two options for accessing it.

1. Data License

By signing a data licence agreement, you will receive a CD containing the Residential Capital Growth Indicator 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 the Residential Capital Growth Indicator 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 the Residential Capital Growth Indicator appended, and download this data once the job request has been processed.

Option 1: Data License

Requirements

In order to use the Residential Capital Growth Indicator 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 Residential Capital Growth Indicator 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
 - Residential Capital Growth Indicator
- If required Veda Advantage software solution that can append the Residential Capital Growth Indicator 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 the Residential Capital Growth Indicator 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 Residential Capital Growth Indicator field has been appended

FIND OUT MORE

If you would like more information about licensing Residential Capital Growth Indicator on an ongoing basis, please contact us.

Phone: **1300 783 099**

Email: salesvsgau@vedaadvantage.com

If you would like to access Residential Capital Growth Indicator online, please go to www.dataexpress.vedaadvantage.com