

# starting your database research: your detailed book of business

Database research is one of the most basic, yet time consuming tasks your business will depend on. If you don't keep accurate records, your business will have a difficult time launching. A solid database is your KEY to market share. Many agents stumble starting their pipeline, because of poor quality, or incomplete, property and ownership records. These can slow down a new agent, and cause problems through the remaining steps of the Brokerage Continuum.

**Pick your organizational system-**

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**Know how many records you plan to research and when you plan to accomplish your first round of research-**

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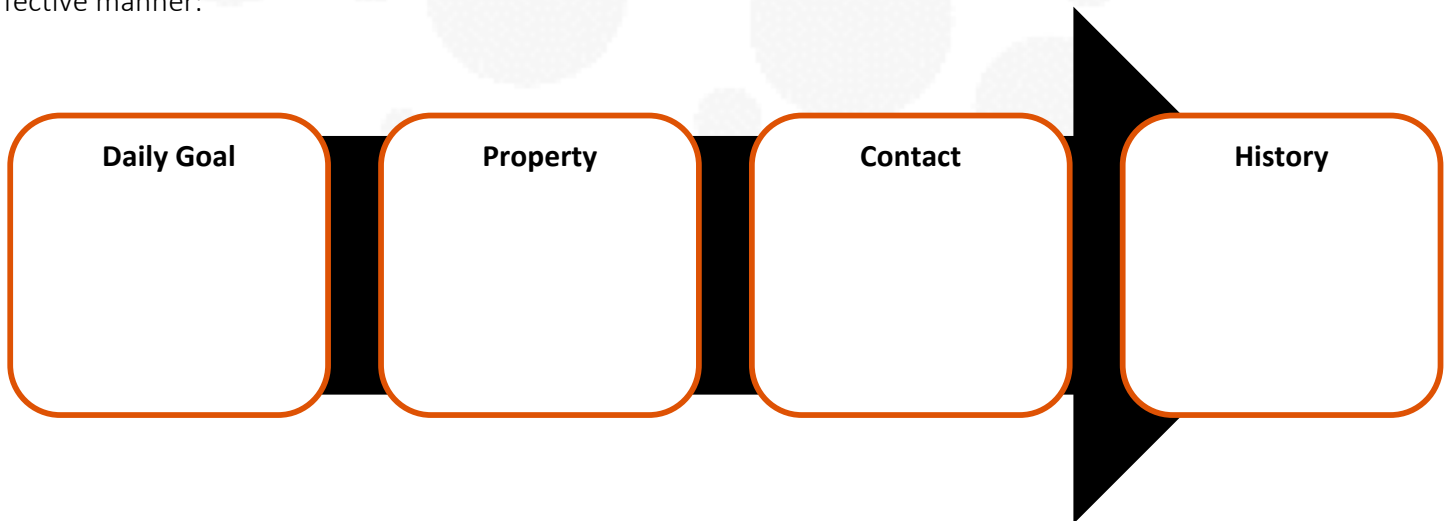
**Organize your process-**

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So, let's look at several different ways you can tackle the research process in your business, in the most time and cost effective manner:



# complete property & ownership research

You can have the best intentions, the best interest generator, and be ready to close for meetings, however without a well researched book of business- your efforts won't have far to run. Research needs to be prioritized in your first year, making sure you take the necessary steps to have correct property details, the sales history, and the ownership of each property in your database. Research is a 2 step project:

## THE PROPERTY

	APN	Year Built	Lot SF	Building SF
Title/ Property Information:	Zoning	Intersection	Unit Mix	Notes

You can crosscheck this information via CoStar, the MLS, Title, or Prospect Now.

## The Transaction History:

Last Sold	Sale price	Seller	Buyer
Sale Conditions	Agents Involved	Last 10 Years	Notes

You can crosscheck this through title records, CoStar, and the MLS. If you come across property that has been recently marketed, get the marketing package- this will give you good property information, and market knowledge, but will also aid you later in your marketing!

## THE OWNERSHIP

Once you have a clear idea about the property, you then research the ownership. Properties can be held in an individual's name, a trust, and even in entities such as LLC's.

**Entities:** To research a California based LLC, LP, or Corporations, visit: <https://businesssearch.sos.ca.gov/>

This will give you the registered agent for the entity, as well as their registered mailing address. From this information, you can begin a search for the ownership's best contact information. You can utilize the information you do have, in the following resources, to obtain the missing information, or additional phone numbers to attempt connecting through:

