

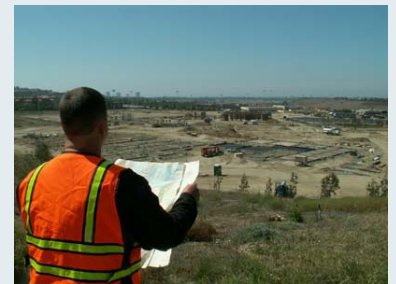


How Do You Compete For Land?

While real estate industry revenues, profits and unit closings continue to grow dramatically, the supply of land does not. The constant shortage of land, increasing real estate prices, escalating population and land use restrictions create a highly competitive environment for developers and builders. These same forces create sharp opportunities for those who most effectively execute their organization's acquisition and development strategies.

Current market dynamics dictate that missing even a single opportunity can have a tremendous bottom line impact. The historic approach of deploying portfolio teams of analysts to gather multiple pieces of isolated data or hiring consultants and brokers to develop reports on available properties is insufficient in this competitive landscape.

Developers looking to get ahead in these competitive market dynamics are using technology to streamline their process. The top developers rely on DMP LandVision™ from Digital Map Products, Inc. (DMP). LandVision provides the information you need to research and analyze choice acquisition targets with a depth that provides new insight into each development opportunity. With LandVision, you execute acquisition strategies with greater success.



Technology Solution for Land Developers

Land developers, home builders, multi-family builders, condo-converters, commercial and industrial builders are looking to LandVision to hone their strategies to maintain their lot potential for their organizations. DMP has pioneered an easy-to-use, rapidly deployed mapping technology for land acquisition. DMP LandVision delivers:

- Create, maintain and track important statistics related to each parcel opportunity
- Effectively collaborate as a team on the acquisition process
- Present acquisition opportunities and their development potential to decision-making audiences

Land Acquisition Process

The land acquisition process flows through five distinct stages: **Initial Research, Analysis, Pursuit, Presentation and Acquisition** before moving into the Project Development phases. LandVision can be the key that puts you in front at every step.



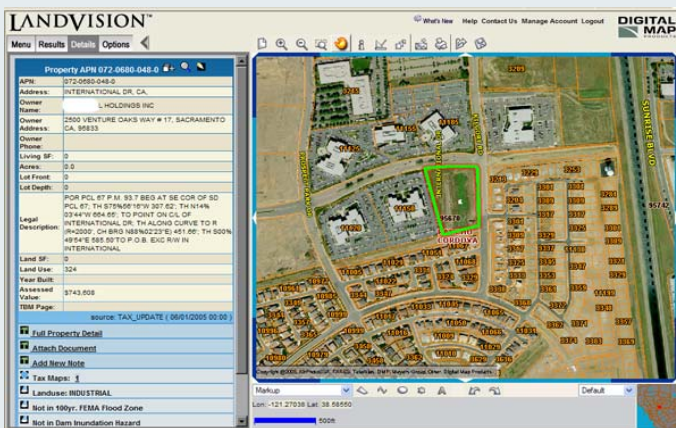
Initial Research: A colleague drive-by or a broker phone call can prompt an immediate search and research on a choice property. Research that normally requires 2 to 24 hours of searching across multiple sources can now be accomplished in minutes with LandVision. The ability to quickly assess a broker's pitch against a strategy saves hours on the previous process, and keeps the team focused on corporate objectives. Performance is quick and all information is completely and securely available anywhere there is Internet access and a browser.

Acquisition professionals can perform deep searches for properties that match a corporate strategy using variables such as assessed values, sizes, land use and other property characteristics. Mark up the map onscreen with enhanced tools and email the marked map to colleagues for their inputs. LandVision uses aerial photography to deliver a neighborhood and regional context to your property evaluation.

Analysis: Combine disparate information to assess, at a glance, the submarkets that make the most sense for a given business model. Incorporate additional data layers that may be critical to success such as projected land use, natural and environmental hazards, and demographic data to build the project pro-forma. Use DataReport™ for analyzing and understanding of the data. With licensed industry data, ThemeActive Builder Sites™ provides insight into what and where the competitors are building in a target market. Subscribers have access to current data for insight into the volume and pace of local transactions. Executives have access to pertinent data with LandVision, enabling them to reduce their reliance on analyst teams.

LandVision delivers tangible contributions to the analysis process to determine:

- acquisition targets
- acquisition price
- entitlement strategies
- parcel aggregation and sub-divide strategies
- negotiating strategies
- development and product strategies
- buyer targeting strategy



The left side of the screen shows ownership and detailed parcel information critical to making informed land development decisions.



Draw the boundaries of the most buildable areas. Use several colors to demonstrate development possibilities. Make notes that stay with the project.

DMP LANDVISION™

A Competitive Advantage for Land Research

LandVision gives customers a competitive advantage in all phases of the land acquisition process, from researching acquisition opportunities through to final acquisition.

When researching a specific opportunity, locating the property, ownership, land use, environmental and other information are clicks away.

When searching for properties that fit a corporate strategy, enter the search terms that fit the specified requirements, and research the resulting list of parcels on an interactive map. Spatial relationships, including proximity to roads and highways, other developments and natural features is invaluable information that could save days or weeks of onsite inspection and comparison.

All the power of LandVision is available through an easy to use web interface. Find out what competitors are doing in the area. Maintain project and all information in memory, add, delete and rearrange the data. Make professional presentations, and distribute data to other team members for use in spreadsheets and other applications.

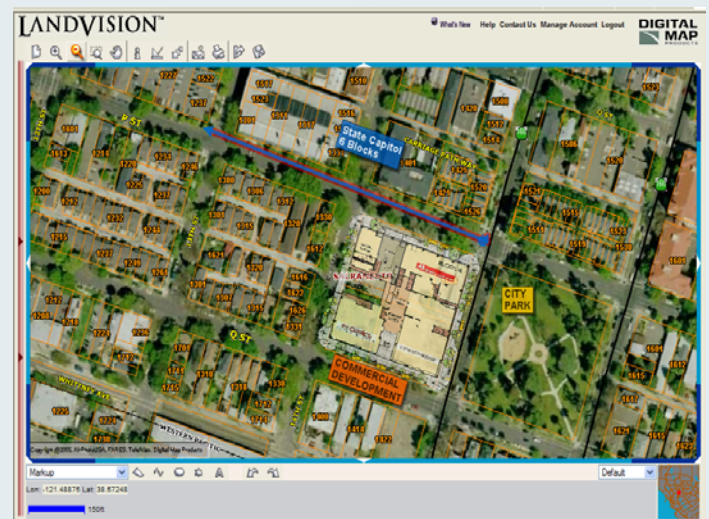
Pursuit: Acquisition professionals can pursue targeted opportunities over a period of months, even years. LandVision is a tool that serves as the single point of view for activities and provides access to current information.

- ThemeActive Parcel Notes track and report on contact history.
- EditOverrides incorporate confidential information garnered locally that may differ from the official databases.
- ThemeActive Projects to index additional material on a target such as photos of the site, spreadsheet analyses and other documents.
- Print or saved in electronic form to extend offers and negotiate deals with property owners.
- Develop initial site plans to maximize investment.

Presentation: Use LandVision to give real-world context to projects and help to sell acquisition opportunities to potential investors or internal capital allocation decision-makers. In these meetings, acquisition professionals quickly and confidently use the interactive map to access all related project material such as pro-formas, documents, photos, and analyses.

Use PlanOverlay™ to overlay proposed site plans on the photography. Use printed maps to augment an on-screen analysis or presentation. Large builders are driving to have all acquisition opportunities presented for funding in the same format each time and have specified LandVision's presentation and output capabilities for this purpose. Because of LandVision's role as an organizer and presenter of all relevant data, builders often gain faster approval to execute acquisitions and secure targeted parcels before the competition.

Project Development: From acquisition to Entitlement and Project Planning, LandVision remains the primary tool for executives to access all of an organization's information on a project. The map is an intuitive interface that enables Builders to work cooperatively with subcontractors on a project and collaborate on critical phases.



PlanOverlay™ allows a proposed site plan to fit right in a desired land target. For maximum presentation, expand the map in full length view.

DMP LandVision streamlines the research and analysis process for strategic execution.

DMP LandVision: Software as a Service

“Software as a Service” (SaaS) is a business model that eliminates static packaged applications with up-front licensing fees and lengthy implementations. Subscribers to a secure service, DMP LandVision continues to update new information and add further capabilities, LandVision automatically keeps up-to-date in industry information. All that is needed is a browser and an Internet connection.

No computer consultants are required to make LandVision work. No worries about compatibility with other sensitive applications. No investment in central computers and no investment to upgrade desktop or laptop computers is required. IT staff will never need to rework the network because an upgrade caused a problem.

Log in anytime, anywhere, LandVision always has the latest information.

Here are some of the points to consider when evaluating DMP's LandVision application and SaaS.

SaaS business model:

- Flexible subscription license terms
- Immediately available
- Incremental pricing; add more users, add additional geographic regions, add more data
- Continuous innovation; continuous releases
- Little-to-no implementation or other services
- DMP deploys Open technology architecture and offers APIs for configuration and integration
- Focus is on customer satisfaction and ROI
- DMP manages uptime, availability, and performance
- DMP bears the risk and must consistently deliver the service to your satisfaction to earn your subscription

DMP Data Services

The unique insight, analysis, and presentation capabilities delivered by LandVision are all grounded in the delivery of data—many layers, disparate types, multiple sources.

Building a GIS-skill set of this nature in-house involves:

- Negotiating data licensing from multiple commercial vendors
- Tracking down local government officials to plead for copies of data
- Maintaining source data
- Updating data
- Resolving data discrepancies
- Establishing the application platform
- Developing applications
- Maintaining application servers
- Maintaining database servers
- Ensuring data is correct, spatially accurate

With a LandVision subscription these administrative tasks and challenges are eliminated. DMP acquires and provides data under license, maintains it current, ensures compatibility with the other data types, updates the data and resolves discrepancies. DMP applies years of experience, scale and resources to deliver excellent current data.

Digital Map Products' Professional and Data Services team provides expertise in all types of spatial data. Using DMP's proven standards-based approach, DMP identifies and addresses the complete range of GIS data needs for your organization.

**Call Digital Map Products today at
1-888-322-MAPS (6277) or 714-432-7637
to schedule a DMP LandVision demo.**



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