# Intro to Public Records:  iMapp
# Course Notes

## What is iMapp?

- iMapp is a comprehensive tax database containing Tax Appraiser information, Clerk of Courts records (including deeds), flood maps, comps from tax records, market statistics and neighborhood demographics. iMapp can also be used for generating property lists for exporting and creating mailing labels.
- iMapp includes all properties in Florida, regardless of whether or not they have been listed in the MLS or if they are in Stellar MLS's coverage area.

## Accessing iMapp

Stellar MLS subscribers can access iMapp through the following ways:

- Directly through a Matrix listing by clicking the iMapp 🌐 icon on the Agent Single Line display or on top of a listing report.  This takes you directly to a property report for an individual listing.
- Through the single sign-on on Stellar Central Workspace under the Product & Services page
- In Matrix under the Tax Tab
- Matrix Home Page External Widget
- In Matrix under the Links Tab

## iMapp as a Property Research Tool

### Property Detail Report

Every listing in Matrix links to an iMapp report for that property.  You can also launch iMapp directly, and search for a property by Address, Owner Name, Parcel ID, etc.  When you launch an iMapp report, you are first taken to the Property Detail Report, which contains the following information:

_Property_ Information-Note that the PID# field is a hyperlink that goes directly to the county tax appraiser site.  _Usually, for external links, iMapp opens them in a new window._  This section also includes the property and owner mailing addresses, owner, phone numbers, zoning, lot size, water frontage, subdivision, legal description, etc.  If the owner is on the Federal or Florida Do Not Call List(s), an indicator will show up.  However, as there may be a lag in reporting, it is still a good idea for an agent to check the Do Not Call lists.

_Value Information-_Shows the Just Value, Assessed Value, and Taxable Value (including exemptions) for the past 5 years.  Shows the millage rate and tax amount.  Also includes a link to the county treasurer site to see if this property is up to date on its taxes.

*There are three values to note:*
- *Just Market Value:* This is the raw value of the property according to the property appraiser. Please note that this is not necessarily the "market value" for resale. It is usually based on an automated model from that county's property appraiser's office and is used for property tax purposes. iMapp also shows you by what percentage the Just Value has increased from year to year.
- *Assessed Value:* The Assessed Value factors in the Save Our Homes Cap. In Florida, with property values having the potential to quickly rise and with such a large proportion of the state being retirees on a fixed income, to protect people from being taxed out of their homes, for owners with a homestead exemption, the annual rise in Assessed Value is capped at either 3% per year or consumer price index.
  - For homestead exempt properties, even if the Just Value skyrockets, the Assessed Value cannot go up more than 3%.
  - Also, for homestead exempt properties, the difference between the Assessed and Just Value is portable and can be transferred to a new homestead exempt property in Florida within 2 years. *(The proportion can be transferred to a property valued at less than the original property and a dollar amount up to $500,000 can be transferred to a property valued at more.)*
  - Note that for Non-Homestead Exempt properties, the increase in Assessed Value is capped at 10% per year.
- *Taxable Value:* For homestead exempt properties, this factors in the exemption of up to $50,000. The $50,000 exemption, <u>and any other exemptions</u>, are deducted from the Assessed Value. This value is generally used to calculate property taxes.

*Practical Application:*
This section is a great way to not only see what current taxes are on the property, but to gauge how taxes might change when the property changes hands. For example, note the property below. The owners have had this property homestead exempt for decades, and it is in an area where Just Values have risen 10-20% most years. However, the Assessed Value has been capped at CPI or 3%. The spread between the Just and Assessed value, paired with the $50,000 exemption, causes the Taxable Value to be approximately 1/3 of the Just Value.

If this property were to change hands, next year, the Assessed Value would reset to the Just Value for the new owner, and taxes could dramatically rise. Also, the current owners of this property can transfer the tax benefit to a new property.

**VALUE INFORMATION**  ⑦ ▱ ☒

| | 2018 | 2019 | 2020 | 2021 | 2022 * |
|---|---|---|---|---|---|
| Building Value: | $138,230 | $142,728 | $156,674 | $158,419 | $123,523 |
| Extra Features: | $22,687 | $23,579 | $24,480 | $25,365 | $30,080 |
| Land Value: | $47,888 | $47,888 | $51,308 | $54,729 | $75,252 |
| Just Market Value: | $208,805 | $214,195 | $232,462 | $238,513 | $329,463 |
| Percent Change: | - n/a - | 2.58% | 8.53% | 2.6% | 38.13% |
| Total Assessed Value: | $208,805 | $214,195 | $219,121 | $222,189 | $228,855 |
| Homestead Exemption: | No | Yes | Yes | Yes | Yes |
| Total Exemptions: | $0 | $50,000 | $50,000 | $50,000 | $50,000 |
| Taxable Value: | $208,805 | $164,195 | $169,121 | $172,189 | $178,855 |
| Ad Valorem Taxes: | $3,869.86 | $3,145.36 | $3,200.42 | $3,229.25 | |
| Non-Ad Valorem Taxes: | $473.03 | $512.75 | $567.75 | $631.22 | |
| Total Tax Amount: | $4,342.89 | $3,658.11 | $3,768.17 | $3,860.47 | -n/a- |

Other properties, however, may be owned by an out-of-state resident and not be homestead exempt. In this case, the Just, Assessed, and Taxable value would be the same.  When the property changes hands, if the new owner files for a homestead exemption and gets the $50,000 exemption, taxes could potentially decrease.

**CDD Fees and Special Tax Assessments**
The Total Taxes in iMapp are broken down into Ad Valorem and Non-Ad Valorem Taxes.  Ad Valorem taxes are based on a property's value, whereas Non-Ad Valorem taxes are not.  These could include Community Development District* (CDD) Fees, Special Assessments for repairs, Water/Sewer and Fire Department.

If there are no Non-Ad Valorem charges or CDDs for a property, those lines will be blank, otherwise the total Non-Ad Valorem charge amounts will show on their own column for each tax year. A breakdown of those charges and tax districts will be noted in a gray box in the bottom of the Value Section of the report, where available. If there is a CDD, iMapp will note that and provide a blue link to the CDD's website.

*Community Development Districts are funding mechanisms for raising money for a development that
must be repaid by the property owners over time.*

| | | | | | |
|---|---|---|---|---|---|
| Ad Valorem Taxes: | | | | $3,413.74 | $3,967.26 |
| Non-Ad Valorem Taxes: | | | | $54.61 | $57.79 |
| Total Tax Amount: | | $2,912.66 | $3,196.88 | $3,468.35 | $4,025.05 | -n/a- |

| Taxing District(s): | TA |
|---|---|
| *Non-Ad Valorem Levies: | TAMPA STORMWATER ($35.26) WESTSHORE BUSINESS DISTRICT ($0.00) |

**Sales Information**
Shows the history of sales on the property.  If there is a blue REALTOR icon, that means that there is a corresponding record in the MLS. *This section includes all sales and deed transfers though, regardless of whether or not the property was listed in the MLS.*  Shows the recording date, sale price, grantor, grantee and document number. The document number is usually a hyperlink to the deed, but if not, there is a link to the

Clerk of Court site in this section and the document number can be used to search for the deed.

*Building Information*
Shows information about the building.  This includes the property type, square footage, year built, bedrooms and bathrooms (this does not always come over from public records), and features (AC type, heat type, roof, flooring, exterior construction, subareas, etc.).  This information can be useful when entering a listing or to research a subject property prior to completing a CMA.

**Other Improvement Information**
Includes features such as covered parking, garage, pool, etc.

**Permits**
Includes permits taken out for improvements on the property, including the permit number, issue date, and completion date.  ***This is not available for all counties****.*

**Assigned Schools**
There are two Report options for schools. The shorter Assigned School report lists the schools that would be the primary school for that property, based on Attendance Zones. *Other schools may also be options for these properties, based on magnet or open enrollment policies, but only the default school for that zone is included.*

On this report, schools are listed, as well as the distance from the property, a link to the school's website (where available), and the School Rating (A, B, C, etc.) as graded by the Florida Department of Education. There is (optionally) a longer version of this report, referred to as the "School Insights" report. The School Insights report shows additional information about the schools by comparing them and their statistical and demographic data with other schools in the state. iMapp simplifies these as notes and color codes them (green=better, red=worse).

*Note: School zones can change often by local School Boards.  Agents should check with their brokers about their offices' policies on sharing school information.

**Flood Zone Details**
Shows the flood zone code and description for the property, along with the panel # and publication date.  In iMapp, flood maps are updated annually.  Note that there is also a Flood Zone layer on the map on top of the report.

The CID is a 6-digit National Flood Insurance Program Community Identification Number, which is required on some flood program forms.

There is also a note on Storm Surge, which indicates what Category of Storm would result in an inundation of flood water from the storm (e.g., Category 1, Category 5, etc.).

Some properties might not be in a Special Flood Hazard Area but are still at risk of storm surge.

**Customizing Report Sections**
In the "Show Report Sections" box on the right side of the page, agents can customize which sections they want to show in the report, especially before printing or emailing the report. There is also a pulldown menu to select a small versus large map.

**Map and Map Settings**
The map is on the top/center of the report. Nearby foreclosures and MLS listings can be pinned to the map (active, sold, pending, withdrawn, and expired). There is a box on the right side of the page to customize map settings. You can click on any parcel to get information about the owner and basic property characteristics.
- First, you can zoom in or out of the map.
- Second, you can change the map view. Options include Aerial Photo, Parcel/Property Type (showing the zoning of each parcel), street map, flood zone, and custom. Under custom, the view can be customized by background, layers, text, etc.
- There are drawing tools to allow agents to draw on the map and select information on other properties or generate mailing labels.
- By clicking "Measure", you can get a measuring tool to measure distances on the map.
- Save Map allows the map view to be saved as a JPEG file in four varied sizes.

*On the top right of the page in iMapp, you can switch to other reports.*

**MLS Listing Info**
If there has ever been a corresponding MLS listing to this property, you can click on the MLS Listing Info report. This report pulls information from the MLS listing, including photos, a listing overview, property details, driving directions, and the agent information.

**Comparable Properties—Please keep in mind that iMapp does not update in real time, so the most current sales may not be available yet.**
- Click this report to get information on nearby sales. On the top-left corner you will find details of the Subject Property. Then, you will see a map with comps pinned to the map. There is a section with Statistics About Comparable Properties, which includes a high, low, median, and average value for sale price, living area, market value, price per square foot and market value ratio. The market value ratio shows the ratio between the sales price and Just Value from that county's property appraiser's office.
- Under the Projected Sales Price section, an estimated market value is given based on two factors:
- *Value Ratio* – For each comparable sale, the sale price is contrasted to the Just Value from that county's property appraiser's office. Then, the minimum, median, and maximum ratio is applied to the subject property.

- *Price per SF* – For each comparable sale, the sold price per square foot is calculated.  Then, the minimum, median, and maximum ratio is applied to the subject property.
- Search Criteria/Filters for comps can be adjusted via 12 pulldown menus.  These filters include lot size differential, building square footage differential, radius from subject property, date sold range, bedrooms, bathrooms, waterfront, stories, pool, garage, and MLS listings.
- There is a list of comparable properties on the bottom of the report along with checkboxes to select or deselect these properties.  Basic summary information is included along with the Parcel ID# hyperlink to the property report.  There is a "Select All" and "Select None" option, along with a pulldown menu to adjust the order of the search results.
- Note that the blue "REALTOR" icon shows listings that sold through the MLS.  Properties without the "REALTOR" icon sold outside of the MLS.
- There is an option to download the results, along with the option to email or print this page.

**Residential MLS Stats**

This report pulls statistics from the MLS for the city, zip code, Census Tract/Bulk Group or subdivision of the subject property. You can drill down.   The main reports that can be run include

Inventory: Grouped by month, includes number of listings, median price, median days on market, absorption, and Month's Supply of listings.

Absorption: Average sales per month (iMapp bases this on a 12-month rolling average) The month's supply is the number of listings divided by the absorption rate. This is a statistic to show that if nothing else were to come on the market, how long would it take for the market to clear. Many economists use the following as a gauge for how the market is doing:

- Buyers' Market = 11 months or more
- Equilibrium = 6-10 months
- Sellers' Market = 5 months or less

It is important to note that a buyer's market, balanced market, and seller's market can co-exist in any time in any area.  For each property, iMapp allows you to view stats by Entire MLS, County, City, Zip Code, and Subdivision.  It also lets you filter by property type and price range. For example, there might be a seller's market in a city, but for million dollar plus listings in a certain area of town, a buyer's market.

Sold Listings – Grouped by month, includes count, median sales price, and median days on market for sold properties.

All Sales – Grouped by month, compares properties sold in the MLS (count, median sold price, and days on market) to the count and median sold price on non-MLS properties that sold. Generally, this report will show that properties sold through the MLS sell for more money than those that do not.

<u>New vs Sold</u> – Grouped by month, compares new listings to sold properties, and then gives a new-to-sold ratio.
Note that the following filters can be adjusted on the reports: "property types," "within price range," and "for time period."

**Demographics**
Pulls a wide variety of demographics from the Census Bureau for a set radius from subject property (radius can be customized from .25 miles up to 15 miles). Note that the Census is only taken once per decade, but interim projections are made in between. The source and year are given for all data on this report.

Demographics include: population, households, percent children, number of families, average persons per household, age distribution, occupancy, education attained, median year built, average home value and average rent, per capita income, average household income, education attained, family type, place of employment (county, out of county, out of state), year-built distribution, and occupation industry breakdown.

**Other Links**
- Bing Maps - Pulls the property on Bing Maps.
- Google Driving Directions to Property
- Google Maps - Pulls the property on Google Maps.

**Emailing and Printing**
Any iMapp report can be emailed, saved as a PDF, or printed, through the menu on the right-center of the page.
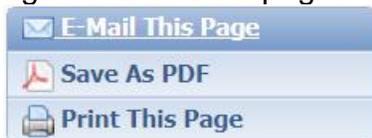


**iMapp as a Farming Tool**
While iMapp can be used as a tool to pull reports for an individual property, through iMapp, you can also generate property/owner lists, CSV files, and mailing labels for all properties/owners in any Florida county meeting specified criteria. There are three forms in iMapp that can be used to generate property lists or mailing labels.
- *Tax Search* – a search can be run with up to 9 fields from public records. Available fields may include items such as owner name, address, parcel ID, subdivision, zip code, sale date, property characteristics, value characteristics, owner characteristics (owner occupied, out of state owner, etc.), and several more. Use the pulldown menus to select which fields you want to use.
- *MLS Search* – includes fields to filter properties with corresponding MLS listings.
- *Foreclosure Search* – includes fields to allow agents to search for distressed properties and properties for which a Lis Pendens has been filed. Fields include Lis Pendens Y/N, case number, filing date, judgement date, etc.

*NOTE THAT FOR ANY SEARCH FORM, EACH COUNTY IS A SEPARATE DATABASE. YOU MUST SELECT THE APPROPRIATE COUNTY UNDER SEARCH AREA.*

**Tax Searches**
Fields of interest include Owner Name, Property Street Address, Subdivision, zip code, sale date, etc. If you click the map on the bottom of the form, there are drawing tools available to search by map area.

Remember to ensure that the proper county is selected.

Go to the pulldown menus and see the various fields that are available (Owner Occupied, Owner is a County/Florida/US resident, flood zone, has pool, etc.). There are "and/or" radio buttons to indicate how you want criteria to be combined.  Also, under the Search Type column, there is a variety of options (including Starts With, Contains, Equal to, Not Equal To, Does not Contain, etc.).  For Subdivision, there is an "input" field along with a "select" field.  If you choose the "select" field, you can select the subdivision from a pulldown menu.

Scenario 1: Prospecting for Listings
An agent in Tampa wants to send a mailing to owners in her farm area who might be looking to downsize. She wants to send a mailing to all the owners of Parkland Estates (in zip code 33609) who bought their homes at least 20 years ago and have a larger home (at least 2700 square feet). Remember that through the pulldown menu, you can select which fields to use. See below for how this search would be run.  Also note that if you want to filter out by property type, use the "Property Use Code" field.

The results below can be downloaded into a spreadsheet or mailing labels can be generated (will be described later).

## Scenario 2: Non-Owner Occupied Properties

A property manager in Sarasota wants to send a mailing to the owners of all non-owner-occupied properties in the Lido Shores complex.

| | Search Field | Search Type | Search Value |
|---|---|---|---|
| | Subdivision (input) | Starts With | Lido Shores |
| ● and ○ or | Owner Occupied | Equal To | No |
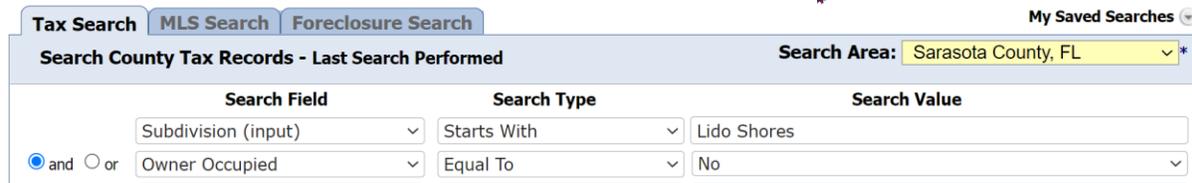
Tax Search | MLS Search | Foreclosure Search — My Saved Searches
Search County Tax Records - Last Search Performed — Search Area: Sarasota County, FL

The results below can be downloaded onto a spreadsheet or mailing labels can be generated for the property owners.

**Browsing Search Results 1 - 20 of 20 results**

Results 1-20 | Results Not Sorted | show 100/page
Select All On This Page | Unselect All On This Page | show all results

1. 0 POLK DR
   SARASOTA, FL 34236
   Owner(s): LIDO SHORES CONDOMINIUM ASSOCIATION INC.
   Last Sale: on

   PID # 0000 00 7355
   Market Value: $0
   Assessed Value: $0
   Waterfront: No
   Covered Parking: No

   Bedrooms:
   Bathrooms:
   Stories:
   Pool: No

   Living Area:
   Total Area:
   Year Built:
   Land Area: 43,428 sf

## Scenario 3: Searching for a Seller

An agent has a buyer that is looking for a 2500+ square foot home in the College Park Subdivision of Orlando, who also wants a private pool. There are 0 matches in the MLS search with this criteria. The agent then goes to iMapp to find all owners who have been in their homes for at least 5 years in this subdivision, with a 2500+ square foot home and a pool.
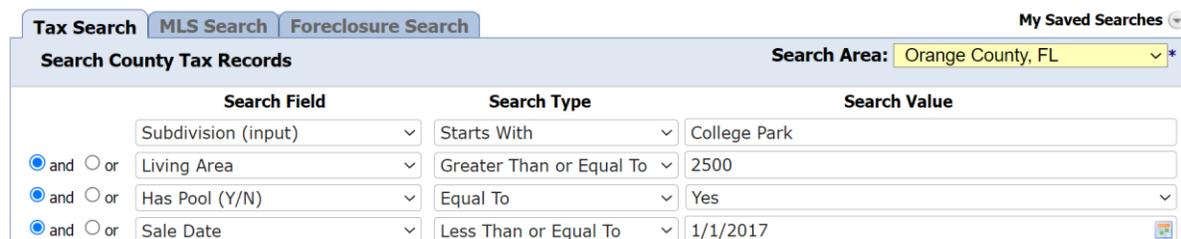
Tax Search | MLS Search | Foreclosure Search — My Saved Searches
Search County Tax Records — Search Area: Orange County, FL

| | Search Field | Search Type | Search Value |
|---|---|---|---|
| | Subdivision (input) | Starts With | College Park |
| ● and ○ or | Living Area | Greater Than or Equal To | 2500 |
| ● and ○ or | Has Pool (Y/N) | Equal To | Yes |
| ● and ○ or | Sale Date | Less Than or Equal To | 1/1/2017 |

30 potential sellers were found, to whom the agent will now send handwritten notes.

**Browsing Search Results 1 - 30 of 30 results**

Results 1-30 | Results Not Sorted | show 100/page
Select All On This Page | Unselect All On This Page | show all results

1. 733 W HARVARD ST
   ORLANDO, FL 32804-5201
   Owner(s): STEINER JUSTIN STEINER KRISTIN
   Last Sale: $615,000 on 06/11/2015

   PID # 14 22 29 1460 03 340
   Market Value: $603,802
   Assessed Value: $546,913
   Waterfront: No
   Covered Parking: GARAGE, FINISHED

   Bedrooms: 3
   Bathrooms: 3.5
   Stories: 2
   Pool: Yes

   Living Area: 3,324 sf
   Total Area: 3,764 sf
   Year Built: 1965
   Land Area: 6,785 sf

## MLS Searches
Searches can also be run for owners/properties with corresponding MLS records.

### Scenario: Expired Listings
An agent in Deland wants to send a mailing to the owners in zip code 32720 who had a listing expire in 2022.



4 listings have expired in this zip code since 1/1/2022



## Foreclosure Searches
This form includes fields to search for distressed properties, especially pre-foreclosures. Note that the REO Y/N field is located in the Tax Search form instead of the Foreclosure Search form.

### Scenario: Pre-foreclosures with Possible Equity
When an owner falls behind on their loan payments, the lender files a Lis Pendens with the Clerk of Courts, which indicates an intent to foreclose. However, at this stage, the owner still owns and can still dispose of the property. It is also possible for an owner to have equity in their property, yet still fall behind on their payments and be in pre-foreclosure.

In the scenario below, an agent in Punta Gorda wants to find all of the owners in the city who are in pre-foreclosure (Lis Pendens has been filed), who bought their home when the market was in decline from January 2007 to December 2011.

These owners potentially have equity, and this list of 37 owners could be a good source to prospect for listings.



In the scenario below, an agent in Lake Mary wants to find all the owners who are in Pre-Foreclosure (Lis Pendens has been filed) using filing date for the year 2022.



14 owners who recently have a lis pendens filed on their property regardless of equity position, length of ownership, owner occupied or absentee and specific location.



## Downloading Results and Generating Mailing Labels

After you run a search, you have several options on the right side of the screen to work with your results. You may download, create mailing labels, go back and refine your criteria, save search and print the page.
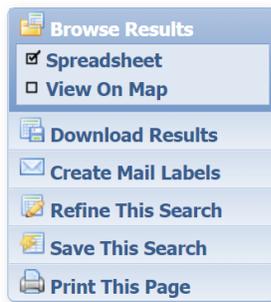
- Browse Results – can view as a table or on a map.
- Download Results – can download results (Full record, owner/address, phone list, property address, etc.)  into an XLS or CSV file.
- Create Mail Labels – Can create a variety of mail labels.  A wizard will guide you through the process.  You can select who to send the mailing to (Owner, Occupant, Owner at Property Address, etc.), a custom first line, the type of label, etc.
- Refine the Search – can add in or change search criteria
- Save the Search – can save this as a search for future use.  Saved Searches can be accessed from pulldown menu on top of search page.
- Print this Page – prints the results grid

## Starting New Search from Results Page
To start a new search, select new search at the top right corner of the page.