

CapSeriesX Data Source Directory

Complete Guide to Finding Required Property & Market Data

This comprehensive directory provides direct links and step-by-step instructions for finding ALL data required for your property submission. Whether you need demographic information, market rent data, or competitive analysis, this guide shows you exactly where to find it.

■ Pro Tips:

- Bookmark frequently used sources for quick access
- Most government data sources are FREE
- Paid services often offer free trials - take advantage!
- Create a spreadsheet to track data as you collect it
- Double-check data dates - use most recent available

1 ■■ PROPERTY VALUATION & COMPARABLES

Source	Type	Cost	What You Get	URL
Zillow	Free	\$0	Property values, comps, rental estimates	www.zillow.com
Redfin	Free	\$0	Recent sales, market trends, property details	www.redfin.com
Realtor.com	Free	\$0	Listings, sold prices, neighborhood data	www.realtor.com
LoopNet	Freemium	\$0-\$	Commercial property listings and sales	www.loopnet.com
CoStar	Paid	\$\$\$	Comprehensive commercial data (industry standard)	www.costar.com
PropertyShark	Paid	\$\$	Property records, sales history, owners	www.propertyshark.com
Local MLS	Varies	\$-\$	Most accurate local comp data	Contact local realtor

2 ■■ MARKET RENT & RENTAL DATA

Source	Type	Cost	What You Get	URL
Rentometer	Free	\$0	Rent comparisons by bedroom count	www.rentometer.com
Apartments.com	Free	\$0	Current rental listings and prices	www.apartments.com
Rent.com	Free	\$0	Rental listings and market data	www.rent.com
Zillow Rent Index	Free	\$0	Historical rent trends by market	www.zillow.com/research/data
ApartmentList	Free	\$0	Rental trends and market reports	www.apartmentlist.com
RentCafe	Free	\$0	Apartment amenities and pricing	www.rentcafe.com
CoStar	Paid	\$\$\$	Professional-grade rental data	www.costar.com

3 ■■ DEMOGRAPHIC DATA

Source	Type	Cost	What You Get	URL
US Census Bureau	Free	\$0	Population, income, age, household data	www.census.gov
Data.census.gov	Free	\$0	Interactive census data tool	data.census.gov
American FactFinder	Free	\$0	Detailed demographic reports	factfinder.census.gov
City-Data.com	Free	\$0	City demographics and statistics	www.city-data.com
PolicyMap	Paid	\$\$	Visual demographic mapping	www.policymap.com

Esri Demographics	Paid	\$\$	Business-focused demographics	www.esri.com/demographics
Local EDC	Free	\$0	Regional demographic profiles	Search: [City] EDC

4 ■■ EMPLOYMENT & ECONOMIC DATA

Source	Type	Cost	What You Get	URL
Bureau of Labor Statistics	Free	\$0	Employment, wages, unemployment	www.bls.gov
Bureau of Economic Analysis	Free	\$0	GDP, personal income, industry data	www.bea.gov
Local Workforce Centers	Free	\$0	Regional employment trends	Search: [State] workforce
Chamber of Commerce	Free	\$0	Major employers, business climate	Search: [City] Chamber
JobsEQ	Paid	\$\$	Labor market analytics	www.chmuraecon.com/jobseq
LinkedIn Economic Graph	Free	\$0	Hiring trends by city/industry	economicgraph.linkedin.com

5 ■■ PROPERTY RECORDS & TAX DATA

Source	Type	Cost	What You Get	URL
County Assessor	Free	\$0	Property tax records, valuations	Search: [County] Assessor
County Recorder	Free	\$0	Deeds, ownership history	Search: [County] Recorder
Tax Collector	Free	\$0	Tax payment history, liens	Search: [County] Tax Collector
PropertyShark	Paid	\$\$	Comprehensive property records	www.propertyshark.com
Regrid (FKA ParcelQuest)	Freemium	\$0-\$\$	Parcel data and ownership	www.regrid.com
DataTree	Paid	\$\$	Title and ownership research	www.datatree.com

6 ■■ ZONING & LAND USE

Source	Type	Cost	What You Get	URL
City Planning Dept	Free	\$0	Zoning maps, codes, variances	Search: [City] Planning
Zoning Atlas	Free	\$0	Interactive zoning maps	www.zoningatlas.com
ZoningCheck	Freemium	\$0-\$	Automated zoning research	www.zoningcheck.com
Municode Library	Free	\$0	Municipal codes online	www.municode.com
Building Dept	Free	\$0	Permits, inspections, certificates	Search: [City] Building

7 ■ ENVIRONMENTAL INFORMATION

Source	Type	Cost	What You Get	URL
EPA EnviroFacts	Free	\$0	Environmental databases search	www.epa.gov/enviro
EPA Cleanups	Free	\$0	Superfund and cleanup sites	www.epa.gov/cleanups
FEMA Flood Maps	Free	\$0	Flood zone determinations	msc.fema.gov
USGS EarthExplorer	Free	\$0	Geology and topography data	earthexplorer.usgs.gov
Environmental Data	Paid	\$\$	Professional Phase I screening	www.environmentaldatabase.com

■ STEP-BY-STEP DATA COLLECTION GUIDES

Guide 1: Finding Market Rent Data

- Step 1:** Go to Rentometer.com
- Step 2:** Enter your property address
- Step 3:** Select number of bedrooms for each unit type
- Step 4:** Review percentile ranking (aim for 40-60th percentile)
- Step 5:** Screenshot results for your records
- Step 6:** Repeat on Apartments.com to verify consistency
- Step 7:** Note average rent and range in your spreadsheet

Guide 2: Gathering Demographic Data

- Step 1:** Go to data.census.gov
- Step 2:** Click "Advanced Search"
- Step 3:** Enter your city/ZIP code in Geography filter
- Step 4:** Select these topics: Population, Income, Housing
- Step 5:** Download tables: S1901 (Income), DP05 (Demographics)
- Step 6:** Extract key metrics: Median income, population, growth rate
- Step 7:** For MSA data, select metro area instead of city

Guide 3: Finding Competitive Properties

- Step 1:** Go to Apartments.com or similar site
- Step 2:** Search properties within 0.5-2 miles of yours
- Step 3:** Filter by similar # of units and amenities
- Step 4:** Create comparison spreadsheet with these columns:
 - Property Name | Distance | Units | Avg Rent | Occupancy | Amenities
- Step 5:** Call or visit top 5 competitors
- Step 6:** Ask about: Current occupancy, concessions, waitlist

Step 7: Take photos of competitor properties and amenities

■ QUICK REFERENCE CHECKLIST

For Silver Partners - Basic Data Needed:

- Property purchase price (Zillow/Redfin)
- Market rent comps (Rentometer, Apartments.com)
- Market vacancy rate (LoopNet, local market reports)
- 3-5 competitive properties (Apartments.com)
- County property tax rate (County Assessor website)
- Basic demographics (Census.gov)

For Gold Partners - Add These:

- Employment growth rate (BLS.gov)
- Major employers list (Chamber of Commerce)
- Supply pipeline (LoopNet, city planning)
- Population trends 5-year (Census.gov)
- Absorption rates (CoStar or market report)
- Historical rent growth (Zillow Rent Index)

For Platinum Partners - Add Professional Studies:

- Professional market study (hire consultant)
- Detailed economic forecast (purchase report)
- Complete competitor analysis with photos
- Comprehensive demographic report
- Market positioning analysis

■ DATA COLLECTION COST SUMMARY

Data Category	Free Options	Paid Options	Recommended For
Property Valuation	Zillow, Redfin	CoStar (\$\$\$)	Free OK for all tiers
Market Rents	Rentometer, Apartments	CoStar (\$\$\$)	Free OK for all tiers
Demographics	Census.gov	PolicyMap (\$\$)	Free for Silver/Gold
Employment Data	BLS.gov	JobsEQ (\$\$)	Free for all tiers
Competitive Analysis	Manual research	CoStar (\$\$\$)	Manual OK for Silver
Market Study	Self-research	Consultant (\$2-5k)	Paid for Platinum

■ FINAL TIPS FOR SUCCESS

1. **Start with Free Sources:** You can gather 80% of required data for free
2. **Verify Data:** Cross-check key metrics across multiple sources
3. **Document Everything:** Save PDFs and screenshots of all data sources
4. **Use Most Recent Data:** Prioritize data from last 12 months
5. **Organize As You Go:** Don't wait until the end to organize
6. **Ask for Help:** Contact partners@veepcapital.com with questions

Remember: Quality data = Quality submission = Faster approval!