

Who Subscribes to *MdProperty View*?

Industry Profile: Utilities

A telecommunications Subscriber uses *MdProperty View* to isolate addresses of property owners along right-of-ways. Selecting *MdProperty View* parcel points along right-of-way identifies these property owners for notification of inspections. Before employing *MdProperty View*, the Engineering department had to use the paid services of an outside contractor to get this information. Another more time-consuming method they used prior to having the product was manually looking up deeds at the county courthouses.

MdProperty View is the primary tool for verifying the location of their facilities. Their right-of-way plat layer is used with the map layers contained on the DVD to determine what surrounds their assets. They can also use *MdProperty View* to see where new development is happening. By knowing what developers are involved in, they can be proactive in planning for new service. This previously involved using the paper maps and the assessment information independent of each other to manually perform this work. The field crew also had to spend time visiting these properties in the field. This has cut the time spent on this activity by at least a third.

MdProperty View has benefited this Subscriber by saving dollars and man-hours and making this activity more efficient. Looking ahead, the Subscriber hopes to use *MdProperty View* as a tool in determining ground that is suitable for their right-of-way.

Industry Profile: Commercial Appraisers and Property Analysts

A major real estate services firm has three applications for using *MdProperty View* as a research tool.

- Appraisals: *MdProperty View* data is used as a resource for performing appraisals and market analyses for commercial properties. Sales are studied for commercial land use in a given market area over a two to three year period.
- Land Use/ Market Studies: *MdProperty View* is used to determine the number industrial and commercial parcels within a study area.
- Land Sales: Queries are performed that identify sales of unimproved property. The results for these "Land Only" sales are generalized by date of sale and acreage.

Prior to having *MdProperty View* available, this information was extracted manually from printed tax map and property table books. This Subscriber also uses a commercial sales research service. This product researches commercial sales and is provided as an on-line service. The drawback is that it is not published for all Maryland counties and is limited to properties that have sold for over \$250,000. *MdProperty View* is used in all cases when these limitations exist.

In general, *MdProperty View* saves time and money over the manual method they used to employ. It is crucial in the smaller counties where the on-line research service is not available.

Industry Profile: Commercial Developer and Property Manager

The current use of *MdProperty View* for this Subscriber is for the tracking of property taxes. The data is used in ArcView to perform comparable analysis on each of the properties that it owns. Their triennial property assessments are verified by using the results of this analysis. Prior to licensing *MdProperty View*, the Subscriber had to compile the tax records and perform their analyses by hand. The use of the *MdProperty View* reduces the time it takes to do this by more than a third. Being able to save the work performed in project files will save even more time when the same property is next assessed.

This is only the initial application of the data. The company is planning to use the data for two acquisition purposes:

- Search the database for parcels they can target for acquisition; and
- Perform custom market analyses.

Industry Profile: Landscaping and Lawn Maintenance Service

This Subscriber has a unique application of the data. This company makes use of this data as a marketing tool. They are in the business of providing lawn maintenance services. Once a client property is identified as a target, *MdProperty View* is used to develop the proposal.

The company uses information in the parcel record such as acreage, square footage of the building footprint and year built. They take the acreage of the property into account as a starting point and remove the area covered by the building to get the net area to be serviced. Through experience it can be estimated how much of the lawn will be covered by trees and shrubs using the year built information. After taking this into consideration a price quotation is prepared and sent off to the client.

Before having access to *MdProperty View*, this process required an on-site visit by one of the field production staff to make these physical measurements. By doing this in the office on their computer, the time of that employee be used more effectively and travel expenses are not incurred. That employee's time is now put to productive use.

Industry Profile: Regional Multi-County Planning Council

A Non-Government Planning Council covering five metropolitan counties updated its 2000 Transportation Analysis Zones for their Travel Demand Forecasting Model. This update involved changing and splitting the 1990 zone boundaries in order to improve the forecast model. These zones use demographic data from the U. S. Census Bureau. As such the boundary lines of the zones must conform to the boundary convention set forth by the Census Bureau. This convention requires that the boundary lines exist on the ground as geographic features (for example: roads and power lines).

MdProperty View is being used to prove to the Census Bureau that the updated Transportation Analysis Zones fit these guidelines. The 10-meter satellite imagery and road map layers included with *MdProperty View* were used with the files for the zones and maps were printed to present to the Bureau. The availability of *MdProperty View* GIS data has been beneficial as a tool to prove these boundaries to the Census Bureau.

A current project using *MdProperty View* is a Change Detection Study for the region. This study looks at planning areas using GIS data and imagery to see what's happening on the ground. The study will use satellite imagery included with *MdProperty View* and current imagery, which will be acquired.

Industry Profile: Non-Profit Preservation Group

A land conservation organization is involved in identifying ownership of ecologically significant properties for the purpose of biodiversity protection/ conservation. They use several means for the protection of these properties: buying of land outright, placing conservation easements on them, entering into management agreements with property owners or entering into voluntary "handshake" agreements known as natural registry. After they define a target area to protect, they then need to identify the owners of the properties falling within and around it. The owners are contacted in order to address the conservation of the property. The "neighbors" to these properties are also contacted to inform them of the work that the organization is doing in the area.

Topographic maps and tax maps have long been the favorite base maps of this Subscriber. *MdProperty View* has enabled them to more efficiently determine the key contacts in a given project area. They use a combination of printed maps and the computer in doing their work. *MdProperty View* has been a great source of up-to-date printed maps produced at the desired scale. In addition, the Land Use/ Land Cover data has enabled them to perform valuable environmental analysis, for example, percentage of forest cover in a watershed or along a stream buffer. The availability of SHA Grid map data in *MdProperty View* has also been of help.

Prior to using our data, the Subscriber would use the paper tax maps to determine the properties in the project. A staff member would then have to visit the county tax office in order to get the owner information. Having the data on their computers has saved considerable time. The other benefit has been the ability to combine Maryland department of Natural Resources (DNR) aerial photography with *MdProperty Views* tax maps to produce a map of the project area. This gives the field crew an overview of what to expect when on the physical property.