










Product	Key Market Issues & Stats	Key Product Features	Cross / Up-selling Opps	Competitor Key Differentiators (in comparison to Groundsure)
 <p>Envirosearch A Landmark service</p>	<ul style="list-style-type: none"> • Increase in demand for such reports – approximately 70% of all property transactions over the last 12 months included an environmental study. • With the risk of floods ever increasing, the UK dumping more household waste into landfill than any other country in the EU¹, and more and more developments being built on Brownfield sites, solicitors have an increasing duty of care to ensure clients are fully aware of environmental risks. • An estimated five million people in two million homes live in a flood risk area across England and Wales² • Payouts last year alone for household flooding and storm damage amounted to £266m.³ • Central Law training⁴ found that 86% of homeowners rated the provision of information on the proximity of contamination as important. 	<ul style="list-style-type: none"> • The longest established residential environmental report. • Regularly reviewed and enhanced. • Landmark includes complete historical mapping information on: Standard Environmental Enquiries, Past and Current Industrial Land Use, Mining, Radon and Ground Stability. • The latest flood data including the identification of flood defenses as recorded by the Environment Agency. • The report includes professional opinion by leading chartered surveyors, Wilbourn Associates. • Unique remediation contribution of up to £60,000, regardless of report result • Comprehensive GB cover • PI Cover 	<ul style="list-style-type: none"> • Recommend stand alone flood report alongside standard Enviro search to offer a comprehensive range of additional sources enabling clients to take into consideration factors such as ground water flooding and insurance claims data. 	<ul style="list-style-type: none"> • Historical data on tank and energy facilities. • Identification of Telecommunication base stations. • Official Environment Agency flood data. • Free review of ‘further action’ reports where the client is able to provide Landmark sufficient further information. • Environmental Legal Panel for those reports where difficult legal issues are present. • Service and support benefits shown on final page of this document. • The report includes professional independent opinion by leading chartered surveyors, Wilbourn Associates. Groundsure opinion come from an in-house source.
 <p>home check professional Environmental Report A Landmark service</p>		<ul style="list-style-type: none"> • Professional Independent Risk assessment by RPS, Europe’s largest environmental consultancy. • Unique historical land use data. • Comprehensive coverage of England and Wales. • Professional indemnity cover of up to £1 million. • Regularly reviewed and enhanced. • Landmark includes complete historical mapping information on: Standard Environmental Enquiries, Past and Current Industrial Land Use, Mining, Radon and Ground Stability. • The latest flood data including the identification of flood defences as recorded by the Environment Agency. • The report includes professional opinion by a leading environmental consultancy, RPS. • Unique remediation contribution of up to £60,000. 	<ul style="list-style-type: none"> • Raise brand awareness of Homecheck Professional and recommend other products within the range. • Compliment the report with the flood product to add increased flood data to the conveyancing process. The Enviro report comes with flood data from the EA which doesn’t take into consideration such factors as insurance claims data and ground water flooding – an HCP flood report provides these details and more. • Obtain more detail on potential subsidence risk by recommending the HCP Ground Stability Report. 	<ul style="list-style-type: none"> • Historical data on tank and energy facilities. • Identification of Telecommunication base stations. • Official Environment Agency flood data. • Service and support benefits shown on final page of this document. • Professional Independent Risk assessment by RPS. • 0.90p cheaper than GS (£35.70 compared to £36.60 ex VAT).

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 Ground Stability Report <small>A Landmark service</small>	<ul style="list-style-type: none"> Last year (2007) 40,000 claims were submitted to insurers due to the impact of subsidence.⁶ Central Law training⁴ found that 95% of homeowners rated the provision of information on the risk of subsidence as important. 	<ul style="list-style-type: none"> British Geological Survey (BGS) subsidence data. Professionally endorsed by Wardell Armstrong, one of the UK's leading mineral and engineering consultants. Detailed data screening covering 23 datasets. Expert referral service when report require further investigation. 	<ul style="list-style-type: none"> Opportunities to raise brand awareness of Homecheck Professional and recommend other products within the range such as Environmental, Flood and Contamination reports. 	<ul style="list-style-type: none"> A Ground Stability report with data which is recognised and independently backed up by Wardell Armstrong. Expert referral service for reports which require additional investigation. Ove Arup mining instability data. Service and support benefits shown on final page of this document. Data on 2300 non-coal mining sites.
 Contamination Report <small>A Landmark service</small>	<ul style="list-style-type: none"> The Law Society Warning Card requires conveyancers to make enquiries into contaminated land to ensure their client is protected. Central Law training⁴ found that 86% of homeowners rated the provision of information on the proximity of contamination as important. 	<ul style="list-style-type: none"> Identification of current and past landfill and waste treatment sites. A site specific report with a radius of 250m. A tool which enables practitioners to abide by the warning card at a minimal price. Basic risk assessment. 	<ul style="list-style-type: none"> Opportunities to raise brand awareness of Homecheck Professional and recommend other products within the range such as Environmental, Flood and Ground Stability reports. The report enables the conveyancer to meet the requirement of the warning card but does not provide a full environmental assessment with professional opinion – a full environmental report would provide this. 	<ul style="list-style-type: none"> Current and historical data on landfill and waste treatment works. The report covers the risk within 250m of your clients property ensuring no potential risk is left un-noticed. Service and support benefits shown on final page of this document.
 Flood Report <small>A Landmark service</small>	<ul style="list-style-type: none"> Flood receives more coverage than any other environmental risk and increased flooding means it continues to be a major concern for potential homeowners. Research by Central Law Training⁴ found that 93% of homeowners rated the provision of information on the proximity of flood plains as important. An estimated five million people in two million homes live in a flood risk area across England and Wales². Payouts last year alone for household flooding and storm damage amounted to £266m.³ Research by Woolwich Building Society⁵ found that 84% of home buyers identified flooding as one of the top 'deal-breakers'. Insurance is being refused to some people within flood areas, in other cases high excesses of around £10,000 are being quoted. Huge disruption of flooding has been well documented with many insurance companies taking considerable time to issue payouts, sometimes resulting in claimants having to live in caravans in the interim period. 	<ul style="list-style-type: none"> Norwich Union Flood Risk and Insurability. Unique insurance claims data giving an indication of risk through the rating of the amount of claims within certain areas. BGS geological indicators showing historical flood plains and the likelihood of them flooding again. Official Environment Agency data which includes the identification of flood defences. Easy to understand colour coded 'traffic light' guidance. 	<ul style="list-style-type: none"> Opportunities to raise brand awareness of Homecheck Professional and recommend other products within the range. 	<ul style="list-style-type: none"> The HCP report includes BGS Geological indicators giving historical information about previous flood areas. Unique flood insurance claims data offering information on the volume and location of previous claims. Service and support benefits shown on final page of this document. The EA provide flood data to homeowners, however, this simply isn't enough. EA data doesn't take into consideration ground water flooding or insurance claims data to identify high risk areas – the HCP Flood report does.

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 <p>Sitecheck[®] Assess <small>A Landmark service</small></p>	<ul style="list-style-type: none"> Commercial risk cannot be ignored, especially when the public and stock could be impacted. An increase in awareness of environmental risk associated with commercial property means reports such as Sitecheck, especially Assess, can act as tools to inform and highlight risk before exchange. Many reports in the commercial market offer purely data, Sitecheck Assess translates that data with added professional opinion from leading chartered surveyors Wilbourn Associates. 	<ul style="list-style-type: none"> A comprehensive commercial report offering a professional opinion to enable non-specialists to interpret the data. Identifies risk and potentially contaminative sites within 500m of the site boundary. Clearly stated report result either “PASSED” or “FURTHER ACTION” in which cases suggested remedies are included, and the Chartered Environmental Surveyor can be engaged in further work if required. 	<ul style="list-style-type: none"> Opportunities to raise brand awareness of Landmark and recommend other products within the range such as a Sitecheck review for a complete bespoke review of the report findings (see Sitecheck Review section). Plansearch Commercial provides complimentary information around the planning situation affecting the site. 	<ul style="list-style-type: none"> Detailed mapping including a large scale Ordnance Survey location map neighborhood context map. Comprehensive site plan ensuring a detailed overview of the area surrounding the property. Independent Professional Opinion. Fast turn-around of result. Insurance cover of up to £10m compared to £5m from GS. Service and support benefits shown on final page of this document.
 <p>Sitecheck[®] Review <small>A Landmark service</small></p>	<ul style="list-style-type: none"> Nearly 40% of commercial properties in Birmingham are located within a radius of 100 metres of potentially contaminated land³. This equates to over 7,500 businesses that risk incurring costs, losses and inconvenience from remediation works. 	<ul style="list-style-type: none"> Sitecheck Review provides the complete end to end solution for significant commercial sites, requiring detailed assessment and ideal for commercial practices. Each report is assessed in isolation and manually reviewed by a leading Chartered Environmental surveyor (RPS), offering the client a bespoke report assessment. Two levels of report are offered: A summary report (from £219 plus VAT) and a summary report offering a comprehensive data pack consisting of current and historic land use maps from £245 plus VAT. Where sites are identified that require further attention, RPS can also offer an end to end solution including desktop and site research (guideline costs are included in the report). Features additional datasets over the Sitecheck Assess product – e.g. river quality and geology. 	<ul style="list-style-type: none"> Opportunities to raise brand awareness of Landmark and recommend other residential products within the range should the solicitor deal with both commercial and residential property. Plansearch Commercial provides complimentary information around the planning situation affecting the site. 	<ul style="list-style-type: none"> Independent Professional Opinion. Each report manually reviewed by a qualified environmental consultant. Detailed mapping including a large scale Ordnance Survey location map and neighborhood context map, ensuring a detailed overview of the area surrounding the property. Professional opinion takes account of proposed future land uses to give maximum relevance. Service and support benefits shown on final page of this document.

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	<ul style="list-style-type: none"> • Planning implications are increasingly on the agenda for homeowners. Recent research revealed that 93% of homeowners consider information on large planning applications in the local area of a house purchase as important.⁴ • The government has pledged to build an extra 3 million homes by 2020 as well as speeding up the decision making process on planning applications – this means that new planning applications are increasingly likely to affect the a homeowners surrounding area. • Providing clients with information on local planning applications before exchange ensures that unforeseen applications don't impact the value and enjoyment of a home. 	<ul style="list-style-type: none"> • The UK's best selling planning report which covers planning applications and decisions within a radius of the property. • Variable search radii offering a search buffer which offers a manageable sized report in urban areas whilst ensuring that a meaningful amount of data is still represented in the countryside. • Enhanced application data which includes "Minor Applications" ensuring your clients are aware of the smallest applications. 	<ul style="list-style-type: none"> • Opportunities to raise brand awareness of Landmark and recommend other products within the range. • The Plansearch Plus version offers a further comprehensive insight into local neighbourhood information which may be of interest to a PS user. 	<ul style="list-style-type: none"> • Variable urban/rural search radii is included to ensure a meaningful radius around the property is presented dependant on the density on potential issues within the area – this results in a manageable report size. • Development plan tracker to ensure the user can track the progression of developments. • Local development plans. • Local development frameworks. • Detail on development policies and the potential barriers to entry. • Service and support benefits shown on final page of this document.
	<ul style="list-style-type: none"> • In addition to the planning benefits detailed above: • Home movers place increasing value on key neighbourhood information and statistics as covered in the full Plansearch Plus report. 	<ul style="list-style-type: none"> • In addition to the planning benefits detailed above: • Detailed neighborhood information covering: • Theft insurance claims data which provides an average risk rating for the postcode sector based on claims since 2000. • Local crime statistics. • Demographic profiles. • Local Schools, primary, secondary and sixth form. • Council tax bandings. • Housing type and average property prices. 	<ul style="list-style-type: none"> • The Plansearch Plus version offers a further comprehensive insight into local neighbourhood information which may be of interest to clients. 	<ul style="list-style-type: none"> • Variable urban/rural search radii is included to ensure a meaningful radius around the property is presented dependant on the density on potential issues within the area – this results in a manageable report size. • Development plan tracker to ensure the user can track the progression of developments. • Local development plans. • Local development frameworks. • Detail on development policies and the potential barriers to entry. • Property price information. • Housing ownership levels. • Socio-demographic data. • Crime insurance claims information for the local area. • Comprehensive detail right down to identification of footpaths and rights of way. • Service and support benefits shown on final page of this document.

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	<ul style="list-style-type: none"> Media continues raise awareness about demographic information in the UK and the rates of crime and other such social statistics. 	<ul style="list-style-type: none"> The Area view product offers comprehensive socio-demographic information ensuring you know about the population within the local area. A variety of interesting neighborhood information is available through the report such as crime insurance claims, local school results and telecommunication mast locations. 	<ul style="list-style-type: none"> Opportunities to raise brand awareness of Landmark and recommend other products within the range. The Areaview product does not offer the planning information available vis the Plansearch product – this may be of potential interest to an Areaview user, alternatively, they could get the best of Areaview and PS by purchasing Plansearch Plus. 	<ul style="list-style-type: none"> Property price information. Housing ownership levels. Socio-demographic data. Crime insurance claims information for the area surrounding the property. Comprehensive detail right down to identification of footpaths and rights of way. Service and support benefits shown on final page of this document.

Landmark Key Differentiators

Independent risk assessment by RPS/Wilbourn	Independence and Integrity of Professional Opinion.
Data quality	Landmark data is exclusively used by over 90% of contaminated land officers to drive Part IIA assessment process within LAs.
Sales support	Breadth of sales and legal experience to support your sales managers.
Active account management	Working with your sales team to grow your business. (e.g. building penetration of Plansearch and Sitecheck ranges).
Sales leads	Sales analysis tools to assist targeting and introduction of leads.
'World Class' Customer service support	All queries returned within 24hrs / Ability to assist you in dealing with complex orders / 90% of clients 'highly satisfied'.
ISO Accreditation 9001 / 14001 / 27001	Recognised procedures for Quality Management / Environmental Management / Information Security Management.
Report turnaround time	Majority of reports delivered in under 5 minutes / all reports within 48hrs.
Ability to reclassify report result on 'further action' reports (including ESR from January 1st)	Enables customer to receive PASSED result wherever possible.
Unique Environmental Legal Panel (on ESR from January)	Additional legal support for complex sites FOC.
Superior 'Remediation Contribution' including 'further action' ESR reports	£60,000 contribution with no excess.
Professional development (CPD Seminars / Product briefings etc.)	Directly supports the development of your business.
Ordering platforms / options / IT Integration skills	Removes need for manual order placement.
Data used by Local Authorities	Local authorities (the regulator) have purchased Landmark's Historical Data to identify contaminated land in their area (no local authority uses Groundsure data).
Comprehensive Historical Map Database	Created as a joint venture with Ordnance Survey, the database is the most comprehensive in the market and consists of nearly 1 million maps.