



NEXTAUTOMATION · REAL ESTATE AI

The Off-Market Operating System.

Turn public records into a ranked, owner-resolved off-market pipeline. The real method behind an AI sourcing engine, written so you can build it.

4-STAGE ENGINE

14-SIGNAL MODEL

BUILT FOR CLAUDE

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SYNTHETIC DEMO DATA, NOT LIVE CLIENT RESULTS

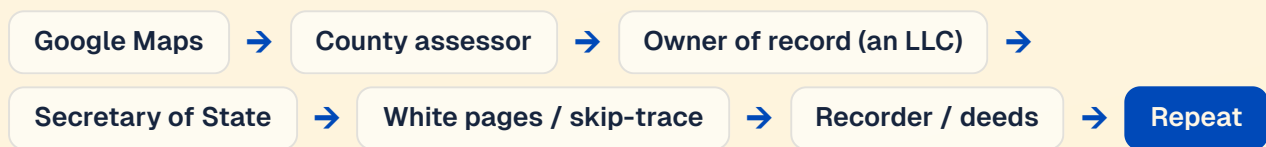


01

The off-market gap

The manual nightmare, in one diagram.

To find a single off-market owner today, here is the loop you run by hand:



Then you do it again. For the next parcel. For the next county. Most investors will tell you off-market is where the deals are. Almost nobody runs a system for it, because the work is repetitive, error-prone, and it does not scale with headcount. An analyst doing this by hand can burn 50-60% of the week on research before a single call gets made.

This guide is the operating system that replaces the tabs. It is the real method behind an AI sourcing engine, written so you can build it.



02

Deals aren't hidden. Signals are.

The mental model: stop hunting for secret listings, start reading public data.

The instinct is to hunt for hidden listings. There are none. Every parcel is already public. The owner of record, the sale date, the mortgage, the liens, the tax status: all of it sits in county and state records right now.

What is hidden is the **signal**. A property is not off-market. An owner is motivated, and motivation leaves a trail in the public record long before it becomes a listing. Reframe the job: you are not searching for secret deals, you are reading public data for the patterns that say "this owner may transact this year," and getting to them before they call a broker.

Three consequences follow.

01**The universe is finite.**

Every owner is already in the records. You can hold the whole map.

02**The edge is scoring.**

Access is not the moat.
Reading the signals better than the next buyer is.

03**Speed compounds.**

The first credible call to a motivated owner usually wins.



03

The four-stage engine

Ingest → Score → Resolve → Deliver

01

Ingest

Every night, pull public-record and alternative-data feeds across your target counties: assessor parcels, deeds, mortgages, tax delinquency, code liens, foreclosure filings, probate, bankruptcy. Normalize the mess county data always is. Never silently drop a row.

02

Score

Run every property against your signal library. Each signal adds points. The total ranks the universe so the most motivated owners rise on their own. Scoring is client-defined and fully explainable.

03

Resolve

Trace each entity to the human behind it. Secretary of State filings name managers and members, deeds show who signed, mailing addresses tie entities to people. Every identity claim carries its evidence chain. No chain, no name.

04

Deliver

Hand back a ranked, score-explained call list with verified contacts, wired into your stack: dashboard, map, export, CRM, alerts.

Stages, not one mega-prompt. When county data breaks, and it will, you know exactly which stage to rerun.



04

County data tiers, and the law

Sort every county into one of four tiers, then route accordingly.

TIER	WHAT IT IS	HOW YOU HANDLE IT
A	Free statewide bulk or open API. Owner name and mailing address, no fee, no login.	Pull directly on a nightly schedule. Near-zero cost, the core automated path.
B	Free per-county portal or ArcGIS service. Public, no login, but one county at a time.	Query the service where available, structured scrape where not. One scraper per platform covers many counties.
C	Paid portal, per-record fee, or an explicit no-automation term of service.	Route to a licensed parcel-data provider for that county.
D	Paper or records-request only. No usable online access.	Licensed provider or a quarterly manual pull. Rare in most footprints.

The legal posture. Scraping genuinely public government data while logged off stands on solid ground (Van Buren, 2021; hiQ v. LinkedIn, 2022; Meta v. Bright Data, 2024). The moment you accept a portal's terms of service that forbid automation, it becomes a contract question, not a public-data question. Those counties go to Tier C on purpose. A licensed provider is the correct backstop, never a workaround.



05

The signal library

The engine is only as good as the signals you feed it.

Signals are the public-record patterns that correlate with an owner who may transact. They are **additive**: each one present adds points, the score is the sum, and you can always read why a property ranked where it did. The pages that follow give a starter library per niche. Treat them as a base to tune against your own closed deals, not as gospel.

Multi-family

CRE & CMBS maturity

Industrial / small-bay

Manufactured housing

Plus a sidebar for healthcare real estate and UK / EU markets, where the method ports and only the registries change.



05

Signals: multi-family

Apartment owners telegraph motivation through operations and debt. The starter signals:

- **Long tenure** (owned 10+ years): low basis, a digestible tax hit, and often deferred capital needs.
- **Absentee or out-of-state ownership**: distance correlates with willingness to sell.
- **Deferred-maintenance and code signals**: open violations and repeat complaints where the data exists.
- **Tax delinquency**: the clearest public marker of pressure.
- **Aging mortgage** nearing its term, with a refinance into a worse rate ahead.
- **Small operators** holding one or two assets rather than a fund.

In dense markets, nightly assessor and recorder scrapes plus a distress classifier surface the two-to-five-unit and mid-size owners months before a listing ever appears.



05

Signals: CRE and the maturity wall

Commercial real estate has a clock built into its debt.

CMBS (conduit) loans run 5, 7, or 10-year fixed terms with a balloon at maturity. The 10-year loan is the most common for stabilized assets. An owner who closed a 10-year CMBS loan in 2014-2016 hits maturity in 2024-2026, into a higher rate. That maturity wall is the single strongest CRE motivation signal.

- **Loan maturity proximity:** score by how close the balloon is and how far rates have moved against it.
- **Occupancy decline** against submarket trend.
- **Special-servicer transfer:** the loan is already in trouble.
- **Sponsor maturity clusters:** one owner carrying several balloons at once.

The same additive engine reads the debt clock across a portfolio and ranks which sponsors face the wall first.



05

Signals: industrial and small-bay

A fragmented, owner-operator market, which is exactly why it sources well.

- **Long-tenured individual or family ownership**, often the original developer.
- **Owners aging out** with no clear succession plan.
- **Single-asset holders** rather than institutional portfolios.
- **Functional obsolescence** (low clear heights, tight truck courts) in a submarket where rents have run.
- **Absentee owners** managing from far away.

Across twenty markets, the same additive model ranks who is most likely to sell quietly rather than list into a competitive process. Small-bay rarely trades on a broker's open marketing, which is the whole point of sourcing it this way.



05

Signals: manufactured housing

The cleanest case study for the method: a 14-signal additive model.

Ownership here is overwhelmingly mom-and-pop. Of roughly **44,000** US mobile home parks, more than **40,000** (over 90% by count) are mom-and-pop owned; only about **4,000** sit with the top 100 institutional operators. That is a deep, reachable universe. A representative model:

SIGNAL	PTS	TIER
Last sale 10+ years ago	20	1
Last sale 20+ years ago	+10	1
Individual or personal-trust owner	15	1
Property tax delinquent (any year)	25	1
Tax delinquent 2+ years	+10	1
Absentee owner (mailing not situs)	10	1
Out-of-state owner	+5	1
No recorded mortgage (high equity)	10	2
Mortgage age 7+ years (balloon window)	10	2
Recorded code-enforcement lien	20	2
Federal or state tax lien	15	2
Lis pendens (last 24 months)	15	2
Single-park operator (1-2 parcels)	5	2
Raw code violation (where available)	5	3

Raw code violations sit in Tier 3 on purpose: coverage runs roughly 20% across rural counties, so treating them as a standard signal would fake precision you do not have.



05

Sidebar: healthcare, UK, and EU

The method ports across asset classes and borders. Only the registries change.

Healthcare real estate.

Sweep CMS license withdrawals and changes, county records, and broker inbound, scored against both your buy box and bed-need. The catch: counties change their URLs constantly, so the feeds need tending.

United Kingdom.

Nine distress signals map cleanly to UK records: receivership, bona vacantia, brownfield-register status, overseas-owner (OCOD) flags, EPC F/G ratings, planning-permission decay, probate, and EWS1 remediation. Outreach is GDPR-bound.

Europe.

Belgium runs on Omgevingsloket, the Belgisch Staatsblad, and KBO/BCE; Finland on its national registries. Distress shows up as liquidations, permit decay, overseas ownership, and poor energy ratings.



06

The scoring model

Additive and explainable, never a black box.

Each signal contributes points, the score is the sum, and the bands are fixed:

BAND	SCORE	ACTION
Priority	50+	Direct outreach this week
Watch	25 to 49	Mail sequence, monitor for score increases
Background	under 25	In the universe, no proactive outreach

Worked example (synthetic). A park owned 20+ years by an individual ($20 + 10 + 15 = 45$) that is also tax delinquent (25) lands at **70, Priority**, before any lien data. Tenure and individual ownership alone (35) sit in Watch, correctly: motivation is possible, not confirmed.

Because the model is additive, you can always answer the only question that matters to a principal: why is this one near the top? You point at the signals that fired.



07

Owner resolution, and an honest ceiling

Scoring tells you who to call. Resolution tells you how to reach them.

This is where honesty matters most. Tracing an LLC or trust to a verified, reachable human is not a solved problem. From registry data alone, entity-to-person resolution runs about **35-50%**. With fallbacks and skip-trace it climbs, but right-party contact realistically tops out around **50-60%** for this kind of cohort. Anyone promising you 95% is selling you something.

Be honest about the ceiling. Right-party contact realistically tops out around **50-60%**. Plan around it: verify before you dial, mark the dead ends, and refresh on a schedule.

Two more truths. Contact data decays about **22% a year**, so a list is a snapshot, not an asset you buy once. And the industry wastes about **27%** of outreach time on bad contact data, which is exactly the tax a verified, evidence-chained list removes.



08

From list to deals

The list is the input to outreach, not a replacement for it.

It feeds outreach, it does not replace it. The engine produces and ranks the list. The calls, the letters, and the relationships stay yours.

What changes is where your hours go. Instead of 50-60% of the week on research, you spend it on verified connects, better-timed letters to your top-scored owners, and the conversations that actually close.

A simple cadence that works:

- **Priority owners** get a personal call and a property-specific letter this week.
- **Watch owners** enter a light mail sequence, re-scored monthly. A new lien or a missed tax payment can move them to Priority overnight.

Personalize only on facts the pipeline established (hold period, asset specifics, submarket activity), never invented familiarity, and never a dollar figure in the first touch. The number is the reason they call you back.



09

Build, buy, and the maintenance truth

You can build this yourself. Here is the part most vendors skip.

The four stages, the signal library, and the evidence-chain rule transfer directly to Claude with tool access. The rest is plumbing: data connectors, an orchestration layer, and storage for intermediate outputs. Conversation mode gets you a worked submarket in an afternoon with no code. Agent mode is what turns it into a nightly engine.

Maintenance is real. These systems are data-heavy and need ongoing monthly upkeep. County sites change URLs and formats without notice, signals drift, and owner data goes stale at that 22%-a-year clip.

Upkeep is not a bug, it is the cost of a pipeline that keeps working: the feeds stay running, the scoring stays tuned, and the owner data stays fresh. Budget for it, whether you build or buy.



10

Build it with us, or have us build it

This guide is the real method, not a teaser.

If you want to run it yourself, you have enough here to start this week. If you would rather have a sourcing engine running on your markets, scored to your buy box, owner-resolved, and delivered as a ranked call list every morning, that is the conversation.

Book an off-market call

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All figures and screens in this guide use synthetic demo data, not live client results. Right-party-contact and resolution rates are realistic ceilings, not guarantees.