



Press Release
2nd April 2009

MDA SearchFlow confirms its commitment to quality and compliance as new April 6th HIP legislation comes into effect

Market leader's unique combination of pricing and search capability offers both flexibility and fully compliant content

MDA SearchFlow (www.searchflow.co.uk), the UK's largest property search information provider, has today confirmed its commitment to delivering the industry's most complete, accurate and up-to-date property search information, as demanded by the new regulations coming into effect on April 6th. Regardless of the cost or time required to access this essential information, the Company is totally committed to obtaining full data to support its own in-house Home Information Pack (HIP) services, and to deliver fully compliant content to its HIP partners.

The new HIP regulations being introduced on 6th April are expected to have a major impact on the way in which property search information is obtained and managed. These latest changes – which include the addition of a Property Information Questionnaire (PIQ), as well as the legal requirement for estate agents to obtain a HIP before marketing a property – come as a further response by the government to reform both the completeness and accuracy of the information contained in a HIP.

"SearchFlow has always been the home of quality and consistency, and we will continue to apply these same values to our HIP content in order to ensure that we are 100% compliant with these new regulations," says Andrew Lloyd, Managing Director, MDA SearchFlow. **"Clearly, not all search providers will have the same resources to deliver on that promise, so it is important to choose a provider that is ready, willing and able to obtain all the local authority search information that will be required for full compliance with the law."**

After April 6th, local authorities will be required to provide access to private search companies for all relevant data, so that a complete personal search can contain the equivalent information as the CON29 Official Search. MDA SearchFlow is uniquely placed in its relationships with local authorities – whether through its ongoing official local authority search provision or via its nationwide in-house personal search teams – to make sure that its clients stay competitive and compliant, based on the local pricing circumstances.

“Even though we are now in April and the legislation is just a matter of hours away, the picture on charging is still very unclear,” continues Lloyd. “We will go the extra mile to ensure that our clients get the benefits of our nationwide analysis as more pricing information is confirmed across the hundreds of local authorities yet to declare their intent. Clearly, many search companies are nervous of both the increase in charges for the extra data and the amount of additional working capital they may have to put up to pay for these charges upfront, especially as margins have already been squeezed and some are operating thinly over wide territories. It will be interesting to see how the market responds operationally and in terms of compliance to the new regulations.”

MDA SearchFlow is totally committed to obtaining all of the content needed to stay compliant, and to providing HIP companies and legal professionals with the certainty they need to protect their reputations in an already fragile market.

“I look forward to seeing a robust and comprehensive follow-up by trading standards and Property Codes Compliance Board to ensure that everyone across the industry is “walking the walk” as well,” concluded Lloyd.

MDA SearchFlow has already added the Property Information Questionnaire (PIQ) to its own HIP components for completion, storage and retrieval, to complement the Index and Sale Statement. The Company, which has earned a strong reputation for customer service, will even liaise with vendors (at their clients' request) in order to ensure that the PIQ is completed quickly, since the PIQ must be in place before the property can be marketed.

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About MDA SearchFlow

Built on entrepreneurial vision 25 years ago, MDA SearchFlow is the UK's number one property search information provider. The Company provides a one-stop shop for sending and receiving property searches and Home Information Pack (HIP) content for legal professionals, estate agents, and HIP providers who conduct property and other financial transactions.

In April 2006, Macdonald Dettwiler & Associates (MDA) acquired the interests of SearchFlow and PSA and the merged company, MDA SearchFlow was created. It is run by the existing SearchFlow management team with over 50 years combined experience in the property industry. The web address is <http://www.searchflow.co.uk>

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