

# VISITOR

## Quick Reference Guide

### for BVMarketData.com<sup>sm</sup>

*As a **visitor**, how do I perform a search in one of the databases at BVMarketData.com<sup>sm</sup>?*

1. Place your cursor over the database in question. There will be a list of menu items to select, click on "Search"
2. Enter your search criteria (whether it be an SIC code, profitability measure, keyword, etc.)
3. Click "Visitor Search"
4. The "Advanced Search – **Visitor** Results" will be displayed. Note the different areas of this page:
  - Total transactions found meeting criteria
  - Search Criteria (this area displays the search criteria you entered into the search engine)
  - Transaction Summary (this area displays the summary statistics of a few key fields in the database and displays the count, range, mean, median and coefficient of variation [where applicable])
  - Transactions (this area of the display shows a list of the first five transactions meeting your search criteria – subscribers or purchasers of the data can view the details of all transactions found meeting criteria)
5. Let's review some of the features of this "Advanced Search – Visitor Results" page:
  - Click the "Printable Format" button for a presentable printout of this page
  - Click "Purchase Data" button to purchase the data only in this search – you will receive all data in the two-digit SIC code represented in your search criteria – for example, if you searched for SIC 4387 and you purchase the data, you will receive all data in the database from SIC 4300 to 4399. If you select this option and purchase the data, before you leave the site, make sure you perform ALL of the following functions (once you leave the site, you will not again have access to this data):
    - If you click the "Email To Me" button, the Web site will email to the email address of record a CSV (comma separated values) file
    - In the "Transactions" area of the page, note that there is a piece of paper with a magnifying glass – click on this paper to view the

“Subscriber Detail Report” which includes all of the details for this transaction. If you want to print these details, click on the “Printable Format” button and then select “Print” from the “File” menu.

- In the “Transactions” area of the page, also note that there is a **red** piece of paper – click on this icon to print the printable format of the subscriber detail reports for the ten previous listed transactions. This can be a large time saver when printing many transactions.
6. Click the “Subscribe Now” button if you would like to subscribe to this database.

### ***Can I perform a search in all BVMarketData.com<sup>sm</sup> databases at the same time?***

Yes. To do so, perform the following:

1. To perform a search in all databases at BVMarketData<sup>sm</sup>, click on the “Search All” menu item in the left hand list of menu options.
2. Select the appropriate code from the list of two-digit SIC codes.
3. Click on “Visitor Search” button
4. Select the four-digit SIC code from the menu
5. Click on the “Continue” button
6. The number of transactions in all BVMarketData<sup>sm</sup> databases will be reported.
7. Click on one of the numbers to view the “Advanced Search – **Visitor** Results”

### ***What if I have further questions?***

Make sure you visit the “FAQ” page for the database. All of the terms used in the database are described on this page. You will also find frequently asked questions (FAQ) and answers on this page.