

HOOVER'S COMPANY RECORDS

What is Hoover's? Hoover's Company Records is a proprietary database providing key contacts, industry analyses, company financials, and other information on 40,000 for-profit corporations in the U.S. Search Hoover's to find background on a company, contact information, competitors, financial data, etc.

Logging on: NAR's access to Hoover's comes via our Proquest subscription. You must log onto Realtor.org and Proquest in order to use Hoover's.

1. Go to the Virtual Library on Realtor.org (<http://www.realtor.org/library>). Click on **Articles/Proquest Database**, then click on the **Proquest logo** on the next screen.
2. In the Basic Search screen in Proquest, click on **Databases Selected** in the upper left corner, then click **Hoover's Company Records**. You'll be returned to the Basic Search screen, where the Database Selected option should show only the Hoover's database.
3. **Bookmark the page at this point** to avoid the previous steps the next time you use Hoover's.

Searching for Companies:

In the **Basic Search box**, enter your **keywords** (part of a company name, executive's name, city, industry, etc.), then click on the yellow **Search** button.

Keywords can be combined with **AND**, **OR**, **NOT**, etc. (for example, enter "procter AND cincinnati" to find the record for Procter & Gamble).

Use an **asterisk (*)** to search for a root keyword. For example, enter **will*** to find entries that include the words william, willing, willingly, willful, etc.

Underneath the Basic Search box, you also have the option to search by **company name**, **ticker symbol**, and **company type**. Use these on their own or in combination with your keywords.

For more options, click on the **Advanced tab** at the top of the screen. The Advanced search options provide more boxes to enter keywords and boxes to enter **locations** or a **person's name**.

The Results List:

From the list of results, **click on a company name to see the full record**. If your keywords appear in the company's name, those companies will appear at the top of the list. All others mention your keywords somewhere in the record.

When viewing a record, the screen will split – the top half will show Proquest's navigation and logos, and the bottom half will show the Hoover's record.

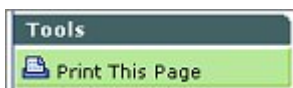
Hoover's displays the company Factsheet first, showing the company address, key contacts, description, and other information.



For more detailed information, **use the menu to the left** of the Factsheet. The menu options vary depending on the size of the company and whether it is publicly traded or not, but most should offer financials and key contacts. Other options include company history, competitors, and major products and services.

Printing a Record:

To print a company record, click on the **Print This Page** icon in the Tools menu. Note that this option prints the current screen only; **each section of the company record must be printed separately**.



QUESTIONS ABOUT HOOVER'S? E-mail the WIRC at wirc@realtors.org or call Frederik Heller (x1157) or Michele Cordero (x1251).

For information on international companies, local branch offices, non-profit associations, and other organizations, company mailing lists, etc., the WIRC has access to several dozen other databases of information on for-profit and non-profit organizations.