

#### FIG SEM INAR Innsbruck 2-4 June 2004 U lrica O lsson

# Lantmäteriet

Pricing models foregovernment procedures Ulrica Olsson

Productm anager

Lantmäteriet -The NationalLand Survey of Sweden

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Pricing models foregovernm entprocedures

- The Swedish model for financing
- Lantmäteriets price-process
- Lantmäteriets new price-model
- Example of two Internet-products och how they have been priced

The Swedish RealProperty Register

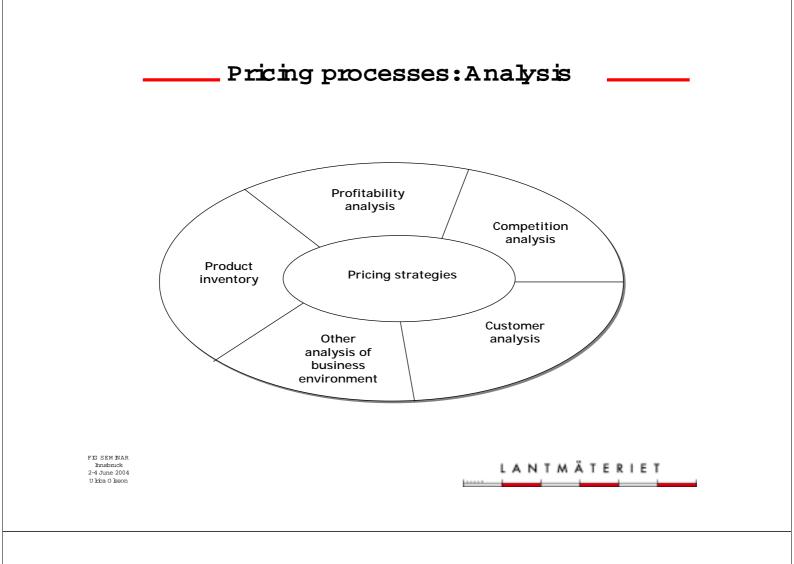
- RealProperty Part
- Land Register Part
- Address Part
- Building Part
- Property Tax Assessm entPart

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The Swedish financing model

- Governmentgrants for creation and maintenance
- Userfinancing for provision of information plus a contribution to costs form a intenance and development
- As of 2004 allLand Inform ation is financed by the users to 100 % .



#### Price investigation 2003

Produce a pricing model that leads to:

- Lantmäteriet's products are perceived as priceworthy
- increased use of our inform ation
- increased revenue

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Targets Price m odel

- Charge for what the custom erwants and gets
- Segmentation
- Transparentm odel that is easy to use
  - stream line Geographic and Land Inform ation
  - distinct and uniform term s
  - reduce the num beroffees and prices
  - reduce the num berof rebates and additions
  - reduce arbitrariness

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#### New price model

- Charge peramount of information
  - pricing perobject
- Differentiation
  - quality differences m eans different prices
  - largernum berofusers/term inals on custom erside m eans higherprice
  - different subscription a lternatives have different prices

#### Application online products

- One tin e fee
- Subscription fee
  - subscription alternatives:
    - high fixed m onthly fee and bwertransaction charges.
    - bw fixed m onthly fee and higher transaction charges.
- Transaction charges

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#### Two exam ples of pricing of Internet products

- Custom eradapted property enquiries
- PropertySearch

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#### Custom eradapted property enquiries

- Directaccess to RealProperty Register through the Internet
- Optional information
- May be integrated and stored into custom er's own system

### Custom eradapted property enquiries

• (	One tin e fee	
	- Perconnection	1500 SEK
• ;	Subscription fee	
	- Monthly payment	100 SEK
• 「	Transaction charges	
	- Realproperty unit	8 SEK
	- Owner	12 SEK
	- Co-ordinate	8 SEK
	– Mortgage	16 SEK
	- Tax Assessment	18 SEK
	– Building	16 SEK
FIG SEM INAR	- Plan	8 SEK
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#### PropertySearch

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#### PropertySearch

•	0 ne tin e fee	
	- Perconnection	1500 SEK
•	Subscription fee	
	- Monthly payment	100 SEK
•	Transaction charges	
	- General	33 SEK
	- TaxAssessment	21 SEK
	- General+ Tax Assessment	54 SEK
	- Previous owner	12 SEK
	- Address + owner	21 SEK
	– Building	21 SEK

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