

# Better Data, Free Selects, Low Minimums . . . This Really is Paradise!

## CONSUMER DATA

The Absolute Best Consumer Data You Will Find Anywhere.

- Updated every 30 days.
- 100% recompiled using all new sources every 60 days.
- Most common selects, such as age and income, are compiled from actual source data, not modeled or inferred information.
- Better data means better results.

*The Selects You Order Most Often Are Always FREE.*

### CONSUMER BASE

#### FREE SELECTS

- Age
- Income
- Gender
- Marital Status
- Households with Children
- Age of Children
- Households with Seniors
- Housing Type
- Homeowner / Renter
- Home Value
- Year Home Built
- Length of Residence
- Verified Homeowner Flag

#### PREMIUM SELECTS

##### Individual

- Date of Birth
- Month of Birth
- Education Level
- Occupation
- Number of Children
- Investors
- Net Worth
- Ethnicity
- Ethnic Country
- Religion
- Email Users

##### Credit Card

- Credit Card Indicator
- Credit Card Users
- New Bank Card Issued
- Range of New Credit

##### Expenditures

- Mail Order Donor
- Mail Responder
- Mail Order Buyer
- Types of Retail Purchases
- PC Owner

##### Interests

- Hobbies & Interests
- Additional Interests

##### Phones & Mail

- 100% Phones
- Phones Where Available

#### MEDIA PRICING

Electronic Download

## BUSINESS DATA

Quality Data From a Trusted Source.

- The most updated Dun & Bradstreet data.
- A more detailed and drilled down SIC Tree than any other business list competitor (over 20,000 individual SICs).
- Unmatched linkage among divisions, locations and franchises.
- Extensive breadth of contact names and titles.

*Three Great Business Data Packages to Meet Your Every Need.*

### BASIC BUSINESS

SIC Code & Geography Included

#### BUSINESS PLUS

(Includes Basic Business Package)

#### FREE SELECTS

- Employee Size
- Sales Volume
- Year Started
- Headquarters / Branch Indicator
- Minority Owned Business

#### PLATINUM BUSINESS PLUS

(Includes Basic Business and Business Plus Packages)

- FREE Multi-Use
- FREE Phone Numbers
- FREE Contact Names
- FREE Job Titles

#### PREMIUM SELECTS

##### Business Detail

- Exact Employee Size
- Exact Sales Volume
- Franchise Indicator
- Cottage Industry
- Import / Export Indicator
- Owner's Ethnicity
- Women Owned Indicator
- Small Business Indicator

##### Phones & Contact

- 100% Phones + 100% Contacts
- 100% Phones + Contacts Where Available
- Fax Numbers

##### Misc

- Phones (a la carte)
- Contacts (a la carte)
- Job Titles (a la carte)
- Franchise Name

##### MEDIA PRICING

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*3 Plans to Choose From!*

## OCCUPANT DATA

Get Targeted Occupant Data From The Most Accurate Source

- Highly accurate median income, age, home value and percentage of households with children is attached to carrier routes in the file for targeted Occupant list searches.
- Unlike many of our competitors, our data offers actual addresses for Rural and Highway Contract Routes in most areas. Even for address routes, use of simplified data is very limited.
- A radius can be run from an actual address (not just the center point of a carrier route or zipcode).

### OCCUPANT BASE . . . . .

#### FREE SELECTS

- Radius
- Dwelling Type
- Route Type
- Median Income of a CRRT
- Median Home Value of a CRRT
- % of House w/ Children in a CRRT

#### PREMIUM SELECTS

- OccuName (names where available)
- Tray or Sack Tags (\$15.00 minimum + shipping)

## REAL PROPERTY DATA

Most Complete List of Verified Homeowners You Will Find Anywhere!

- The largest compiled property file on the market.
- Compiled directly from county recorder and assessor files, this data is true, verified homeowner status (never inferred or modeled).
- The recorder and assessor data is then appended with household level demographic and segmentation information for a targeted and accurate mailing list.

### REAL PROPERTY BASE

#### PREMIUM SELECTS

- Loan**
  - Total Loan(s) Amount
  - Loan to Value Range
  - 2nd, 3rd Mortgage Indicator
  - Loan Amount
  - Loan Date
  - Loan Interest Rate Type
  - Loan Lender Type
  - Lender Name Output
- Home**
  - Owner Type
  - Housing Type
  - Home Purchase Date
  - Home Purchase Month
  - Home Purchase Amount
  - Available Home Equity
  - Home Market Value
- Delinquent Tax Indicator**
  - Delinquent Tax Year
- Property Details**
  - Square Footage or Lot Size
  - Number of Bedrooms
  - Number of Units
  - Year Built
  - Length of Residence
  - Fireplace or Garage
  - Pool
  - Heating & Cooling System
- Individual**
  - Age
  - Gender
  - Marital Status
  - Estimated Household Income
  - Age of Children

**MEDIA PRICING:** Electronic Download on Occupant and Real Property

## NEW MOVERS

Geography and File Date Included

### BASE . . . . .

#### PREMIUM SELECTS

- Property/Dwelling Type
- Distance of Move
- Previous Data
- Census Median Income
- Gender
- Telephone

## PRE-MOVERS

Geography and File Date Included

### BASE . . . . .

#### PREMIUM SELECTS

- Name
- Name Where Available
- Adult 2-Year Age Range
- Age of Home
- Homeowner / Renter
- Income Range
- Listing Price Range – Source
- Marital Status
- Purchase Amount Range
- Year Built – Source

## NEW HOMEOWNERS

Geography and File Date Included

### BASE . . . . .

#### PREMIUM SELECTS

- Previous Week's Names
- Gender
- Owner Type
- Property Type
- Purchase Amount
- Purchase Date
- Loan Amount
- Lender Name Output
- Home Market Value
- Loan to Value Ratio

## NEW BORROWERS

Geography and File Date Included

### BASE . . . . .

#### PREMIUM SELECTS

- Gender
- Owner Type
- Loan-to-Value Ratio
- Property Type
- Loan Amount
- Home Market Value
- Lender Type
- Lender Name

**MEDIA PRICING:** Electronic Download on all above lists

