

Today's New Homeowners

MID: 890272-000

----- SRDS UPDATED/CONFIRMED -----
 Jun 2, 2011

----- SELECTIONS WITH COUNTS -----

Counts Thru: Jun 2011

Minimum order 250.00 or 3,000.

Selections	Counts	Price per/M
Universe	1,384,965	*\$80.00
Investment home purchasers	419,218	+15.00

(*) Fundraiser rate, 65.00/M.

Net name arrangement (minimum 25,000), 85% plus 10.00/M running charges.

----- PERSONNEL -----

List Owner

Datamatrix Lists
 3530 Route 27, 2nd Floor
 Kendall Park, NJ 08824
 Phone: 732-940-1500
 Fax: 732-940-1501
 E-mail: sales@datamatrixlists.com

Contact	Title	Phone	Fax	E-mail
List Manager		732-940-1500	732-940-1501	sales@datamatrixlists.com

----- OTHER SELECTIONS -----

Selections	Rate	Per Unit	Note
Dwelling Type	\$15.00	M	extra
Gender	\$10.00	M	extra
Geo Select	\$5.00	M	extra
Home Value	\$15.00	M	extra
Investment	\$15.00	M	extra
Property/Residence	\$15.00	M	extra
Loan Amount	\$15.00	M	extra
Loan Type	\$15.00	M	extra
Purchase /Loan Date	\$15.00	M	extra
Key Coding	\$3.00	M	extra
Last 30 Day New Purchasers (1 Month)	\$15.00	M	extra
Last 90 Day New Purchasers (3 Months)	\$10.00	M	extra
Previous Week's Purchasers	\$20.00	M	extra

----- SUMMARY DESCRIPTION -----

New homeowners in the past six months.
 65% male, 35% female.

----- DATACARD DESCRIPTION -----

'NEW HOMEOWNERS' DELIVERS MARKETERS ACCESS TO ONE OF THE MOST CURRENT AND COMPLETE LISTINGS OF NEW HOME-BUYERS ACROSS AMERICA. UNLIKE OTHER LISTS, THIS DATABASE IS UNIQUELY SOURCED DIRECTLY FROM U.S. COUNTY RECORDER'S OFFICES AND UPDATED WEEKLY TO PROVIDE THE MOST ACCURATE LIST AVAILABLE. CUSTOMERS WHO HAVE RECENTLY PURCHASED A HOME HAVE DEMONSTRATED THEIR LARGE PURCHASING POWER AND ARE NOW LOOKING TO ESTABLISH RELATIONSHIPS WITH NEIGHBORHOOD SERVICES INCLUDING BANKS, INSURANCE, MECHANICS, LANDSCAPERS AND HOME IMPROVEMENT OR FURNITURE OUTLETS. NEW HOMEOWNERS ARE IN PRIME BUYING MODE FOR MAGAZINE SUBSCRIPTIONS, MAIL-ORDER CATALOGS AND OTHER NATIONWIDE SERVICES.

SRDS Classification

USA Consumer 586 Occupant & Resident

----- LIST SOURCE -----

Source	Note
Compiled	Government Records

----- COMMISSION, CREDIT POLICY -----

15% commission to agencies. 30% commission to brokers; 10% commission to managers.

----- METHOD OF ADDRESSING -----

Available Media	Rate	Per Unit	Note
Pressure Sensitive Labels	\$15.00	M	extra
E-mail	\$50.00		fee
FTP	\$50.00		fee
CD-ROM	\$50.00		fee
Cartridge	\$50.00		fee

----- RESTRICTIONS -----

Net name is allowed. Exchange is not allowed. Reuse is not allowed.

----- UPDATE SCHEDULE -----

Updated weekly.