

## Today's New Homeowners

### 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.

65% male, 35% female.

### SELECTIONS WITH COUNTS

**Minimum order 250.00 or 3,000**

**Counts Thru: Jul 2010**

**UPDATED** Jul 27, 2010  
**DATE VERIFIED** Jul 27, 2010

<b>Selections</b>	<b>Counts</b>	<b>Price per/M</b>
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.		

### OTHER SELECTIONS

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

### LIST SOURCE

	<b>Note</b>
Compiled	Government Records

### METHOD OF ADDRESSING

<b>Available Media</b>	<b>Rate</b>	<b>Per</b>
Pressure Sensitive Labels	\$15.00	M
E-mail	\$50.00	
FTP	\$50.00	
CD-ROM	\$50.00	
Cartridge	\$50.00	

### UPDATE SCHEDULE

Weekly

### COMMISSION, CREDIT POLICY

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

**RESTRICTIONS**

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

**LIST MANAGER/OWNER**

Datamatrix Lists List Manager

**List Manager** Key Contact Name

732-940-1500 Key Contact Phone

732-940-1501 Key Contact Fax

[sales@datamatrixlists.com](mailto:sales@datamatrixlists.com) Key Contact Email

**MID**

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