

## Datamatrix 2017



### Today's New Homeowners

New homeowners in the past six months. 30% BROKER COMMISSION!



#### SEGMENTS

1,384,965	Total Universe / Universe Rate	\$85.00/M
	Previous Week's Purchasers	+ \$20.00/M
	Last 30 Day New Purchasers	+ \$15.00/M
	Last 90 Day New Purchasers	+ \$10.00/M
419,218	Investment Home Purchasers	+ \$15.00/M
	Fundraiser Rate	\$75.00/M

#### ID NUMBERS

<b>Manager ID</b>	<b>225319</b>
<b>NextMark ID</b>	<b>139393</b>
<b>mIn ID</b>	<b>890272-000</b>
<b>SRDS ID</b>	<b>890272-000</b>

#### MEDIA TYPE

**Consumer**  

#### SOURCE

Multi Sourced, Compiled lists, Government records

#### GEOGRAPHY

USA

#### OPT-IN

#### MAINTENANCE

Market Entry  
New to Manager  
Counts Through **01/01/2018**

#### DATA CARD MAINTENANCE

New To System **01/22/2008**  
Last Update **01/08/2018**  
Next Update **03/31/2018**  
Update Frequency **WEEKLY**

#### 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.

#### SELECTS

DWELLING TYPE	<b>\$15.00/M</b>
GENDER/SEX	<b>\$10.00/M</b>
GEO SELECT	<b>\$5.00/M</b>
HOME VALUE	<b>\$15.00/M</b>
LOAN AMOUNT	<b>\$15.00/M</b>
LOAN TYPE	<b>\$15.00/M</b>
PURCHASE/LOAN DATE	<b>\$15.00/M</b>
Home Owner	<b>\$15.00/M</b>

#### MANAGER

**Datamatrix Lists**  
<http://www.datamatrixlists.com>

#### GENDER

Male	<b>65%</b>
Female	<b>35%</b>

#### AVERAGE INCOME

Value **not available**

#### MINIMUM ORDER

Minimum Quantity **3,000**  
Minimum Price **\$250.00**

#### COMMISSIONS

Broker **30%**  
Agency **15%**

#### NET NAME ARRANGEMENTS

**Net Name is allowed**  
Floor **85%**  
Minimum Quantity **25,000**  
Run Charges **\$10.00/M**

#### EXCHANGES

**Exchange is not allowed**

**REUSE**  
Reuse is not allowed

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**CANCELLATION**  
Charges

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**KEY CODING**  
**Key Coding is available**  
Charges **\$3.00/M**

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**ADDRESSING**  
EMAIL **\$50.00/F**  
FTP **\$75.00/F**

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**SPECIAL INSTRUCTIONS**

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**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact