

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

Manager ID	225319
NextMark ID	139393
mIn ID	890272-000
SRDS ID	890272-000

MEDIA TYPE

Consumer  

SOURCE

Multi Sourced, Compiled lists, Government records

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry
New to Manager
Counts Through **09/27/2017**

DATA CARD MAINTENANCE

New To System **01/22/2008**
Last Update **09/27/2017**
Next Update **12/29/2017**
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	\$15.00/M
GENDER/SEX	\$10.00/M
GEO SELECT	\$5.00/M
HOME VALUE	\$15.00/M
LOAN AMOUNT	\$15.00/M
LOAN TYPE	\$15.00/M
PURCHASE/LOAN DATE	\$15.00/M
Home Owner	\$15.00/M

MANAGER

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

GENDER

Male	65%
Female	35%

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

CANCELLATION
Charges

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

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

SPECIAL INSTRUCTIONS

CONTACTS

Contact Name	Role	Email	Phone	Fax
★ Joe Borelli Datamatrix Lists	Dir of List Mgmt	sales@datamatrixlists.com	(732) 940-1500	

★ = Primary contact