

Affordable Mortgage Database From KM Lists

----- UPDATED -----

January 1, 2010
Data Verified: January 1, 2010

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

Minimum order 5,000

Selections	Counts	Price per/M
Total list	23,256,528	*\$60.00

(*) Base name and address: 25.00/M;
mortgage database: 35.00/M; total base:
60.00/M.

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

Selections	Rate	Per Unit	Note
Condo Indicator	\$4.00	M	extra
Down Payment Amount/Percentage	\$10.00	M	extra
Dwelling Unit Type	\$2.50	M	extra
Estimated Available Equity	\$10.00	M	extra
Estimated Current Home Value	\$10.00	M	extra
Estimated Loan-to-value Ratio	\$10.00	M	extra
Estimated Monthly Mortgage Payment	\$10.00	M	extra
Estimated Mortgage Amount	\$10.00	M	extra
Mortgage Amount	\$10.00	M	extra
Mortgage Type (conv., FHA, VA)	\$10.00	M	extra
Presence Of Lender Name	\$15.00	M	extra
Prevailing Interest Rate	\$10.00	M	extra
Private Property Lender	\$10.00	M	extra
Purchase Date/X-date	\$5.00	M	extra
Purchase Price	\$10.00	M	extra
Rate Type (fixed, Variable)	\$5.00	M	extra
Sale Type (new, Resale)	\$10.00	M	extra
Seller Carry Backs	\$15.00	M	extra
State Income Deciles	\$3.50	M	extra
Telephone (6-month Hotline)	\$25.00	M	extra
Telephone (other)	\$10.00	M	extra

----- PERSONNEL -----

List Manager

KM Lists
9004C Lincoln Drive West
Marlton, NJ 08053
Phone: 800-635-5833
Fax: 856-988-6662
URL: <http://www.kmlists.com>

Contact	Title	Phone	Fax	E-mail
Pam Holden	VP	800-635-5833	856-988-6662	pam.holden@kmlists.com
			Ext. 11	

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

Homeowners likely to be interested in refinancing opportunities and in second or equity mortgages.

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

OUR MORTGAGE DATABASE OFFERS FINANCIAL MARKETERS A BETTER WAY TO TARGET HOMEOWNERS LIKELY TO BE INTERESTED IN REFINANCING OPPORTUNITIES AND IN SECOND OR EQUITY MORTGAGES. IT GIVES YOU ACCESS TO ESSENTIALS RELATING TO HOME PURCHASES AND MORTGAGE TRANSACTIONS. USE THE MORTGAGE DATABASE TO SELECT ELEMENTS SUCH AS MORTGAGE AMOUNT, PURCHASE PRICE, NEW/RESALE LOAN TYPE AND SALE DATA. OUR MORTGAGE DATABASE IS UPDATED MONTHLY TO PROVIDE THE MOST RECENT, ACCURATE AND COMPREHENSIVE MORTGAGE DATA ON THE MARKET. THIS MORTGAGE DATABASE GIVES BANKS, SAVINGS AND LOANS, CREDIT UNIONS -- ANY ORGANIZATION THAT IS LOOKING FOR REFINANCE OR SECOND-MORTGAGE PROSPECTS -- THE ABILITY TO CAPITALIZE ON FLUCTUATIONS IN INTEREST RATES. OUR MORTGAGE DATABASE PROVIDES THE INFORMATION NEEDED TO MAKE TIMELY AND HIGHLY TARGETED OFFERS TO SELECTED HOMEOWNERS. SUGGESTED USERS: BANKS; CREDIT UNIONS; MORTGAGE BROKERS AND SAVINGS AND LOAN ASSOCIATIONS.

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

Source	Note
Compiled	Public Records

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

Available Media	Rate	Per Unit	Note
Cheshire Labels, 4-up			
Pressure Sensitive Labels, 4-up	\$6.00	M	extra Under 50M
Pressure Sensitive Labels, 4-up	\$5.00	M	extra Over 50M

County	\$2.50	M	extra
SCF	\$2.50	M	extra
State	\$2.50	M	extra
Zip	\$2.50	M	extra
Investment Selects: Refinance Account Code	\$5.00	M	extra
Type	\$10.00	M	extra
Purchase Amount Code	\$10.00	M	extra
Mortgage Amount	\$10.00	M	extra
Mortgage Rate	\$10.00	M	extra
Investment Lender	\$15.00	M	extra
Mortgage Term	\$5.00	M	extra
Loan Type	\$10.00	M	extra
Purchase Amount	\$10.00	M	extra
Purchase Type	\$10.00	M	extra
Equity Lender	\$15.00	M	extra
Equity Rate	\$5.00	M	extra
Equity Loan Type	\$5.00	M	extra
Refinance Deed Date	\$5.00	M	extra
Refinance Amount	\$10.00	M	extra
Refinance Lender Name	\$10.00	M	extra
Refinance Rate	\$5.00	M	extra
Refinance Term	\$5.00	M	extra
Refinance Loan Type	\$5.00	M	extra

Pressure Sensitive Labels, 1-up	\$10.00	M	extra
3 X 5 Cards	\$15.00	M	extra
Manuscript	\$5.00	M	extra
CD ROM (each)	\$35.00		fee
DVD (each)	\$150.00		fee
Cartridge (each)	\$15.00		fee
Mag Tape	\$150.00		fee 3590E (each)
Electronic Delivery			

----- DELIVERY SCHEDULE -----

24 hour turnaround available.

----- RESTRICTIONS -----

All names or e-mail addresses ordered/processed are for one time use. For e-mail reuse/remarketing usage or subsequent name usage/unlimited usage. These products and services offered are subject to applicable federal, state and local sales taxes.

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

Updated monthly.