

Affordable New Homeowner 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
Hotline (30 day)	180,940	\$60.00
(*) Base name and address: 25.00/M; new homeowners database: 35.00/M; total base: 60.00/M.		

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

Selections	Rate	Per Unit	Note
Monthly Hotline	\$10.00	M	extra
Weekly Hotline	\$10.00	M	extra
Down Payment Amount/Percentage	\$10.00	M	extra
Dwelling Unit Type	\$2.50	M	extra
Mortgage Type (conv., FHA, VA)	\$10.00	M	extra
Mortgage Amount	\$10.00	M	extra
Presence Of Lender Name	\$15.00	M	extra
Private Party 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)	\$5.00	M	extra
Seller Carry Backs	\$10.00	M	extra
Telephone (6-month Hotline)	\$25.00	M	extra
Telephone (other)	\$10.00	M	extra
County	\$2.50	M	extra
SCF	\$2.50	M	extra
State	\$2.50	M	extra
Zip	\$2.50	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 -----

Most recent new homeowners.

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

WHY IS THIS NEW HOMEOWNERS DATABASE SUCH A VALUABLE RESOURCE TO MARKETERS? A RICH SOURCE OF NEW PROSPECTS, THE NEW HOMEOWNERS DATABASE ENABLES YOU TO TARGET OFFERS TO MILLIONS OF AMERICANS EACH YEAR WHO ARE NEW TO THE NEIGHBORHOOD, HAVE SPECIAL NEEDS AND ARE READY TO ESTABLISH LOYAL RELATIONSHIPS. WITH ABOVE-AVERAGE INCOMES AND SPECIFIC PURCHASING NEEDS, NEW HOMEOWNERS ARE HIGHLY RECEPTIVE TO DIRECT MAIL AND TELEPHONE PROMOTIONS. WHAT DO THEY BUY? EVERYTHING FROM LAWN AND LANDSCAPING SERVICES TO HOME IMPROVEMENT PRODUCTS AND HOME FURNISHINGS. IN FACT, NEW HOMEOWNERS SPEND MORE ON HOME-RELATED PRODUCTS AND SERVICES WITHIN SIX MONTHS OF MOVING THAN ESTABLISHED RESIDENTS SPEND IN TWO YEARS. COMPILED FROM PUBLIC RECORDS, INCLUDING WARRANTY AND SECURITY DEEDS, OUR NEW HOMEOWNERS DATABASE GIVES YOU THE MOST RECENT AND ACCURATE HOMEOWNER INFORMATION AVAILABLE TODAY. WITH APPROXIMATELY 20 MILLION RECORDS -- ABOUT 350,000 ADDED EACH MONTH -- THIS DATABASE ENABLES MARKETERS TO TARGET THE MOST RECENT NEW HOMEOWNERS IN ANY MARKET EACH MONTH. SUGGESTED APPLICATIONS: CATALOGERS; FINANCIAL INSTITUTIONS; FINANCIAL SERVICES; LAWN AND HOME SERVICES; PUBLICATIONS AND RETAIL.

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

Source Note

Compiled Public Sources, Including County Deed 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
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.