

DIRECT CONNECT MORTGAGE REFI

Mortgage, Finance

FILE DESCRIPTION

These individuals placed a phone call to learn more about qualifying for a mortgage or refinancing their home. While speaking with a mortgage representative, they provided information relevant to their home loan circumstances. Selectable for the individuals seeking to refinance are a self-reported credit grade, current mortgage interest rate, estimated home value, loan type, and current mortgage balance. New home buyers are also selectable by requested loan amount. Up to three Home/Mortgage selections are included in base pricing.

These mortgage inquirers have a median age of 58 and have a median income of \$75,000 annually. Most are current homeowners with children living at home.

FILE BREAKDOWN

| | | |
|---------|----------------|------------|
| 148,006 | Last 12 Months | \$115.00/M |
| 81,035 | Last 6 Months | +\$5.00/M |
| 42,447 | Last 3 Months | +\$10.00/M |

Minimum Order: Postal 5,000; Email 10,000

PRODUCTION / DELIVERY COSTS

| | |
|------------------|-----------|
| Email | \$50.00/F |
| FTP | \$50.00/F |
| Transmission Fee | \$40.00/M |

EMAIL BROADCAST CHARGES

| | |
|-----------------------|-----------------------|
| Email Address | \$160.00/M |
| Splits - First Pair | \$100.00/F |
| Each Additional Split | \$75.00/F |
| Suppression File | \$5.00/M or \$250 min |
| Test - First 2 | No Charge |
| Each Additional Test | \$100.00/F |

HOME/MORTGAGE SELECTIONS

| | |
|------------------|----------|
| Credit Grade | \$7.00/M |
| Home Loan Type | \$7.00/M |
| Home Value | \$7.00/M |
| Interest Rate | \$7.00/M |
| Loan Amount | \$7.00/M |
| Loan Term | \$7.00/M |
| Mortgage Balance | \$7.00/M |

SELECTIONS AVAILABLE

| | |
|-----------------------------|------------|
| Age | \$7.00/M |
| Donors | \$7.00/M |
| Ethnicity | \$7.00/M |
| Gender | \$7.00/M |
| Health & Wellness | \$7.00/M |
| Hobbies/Interests | \$7.00/M |
| Home/Mortgage | \$7.00/M |
| Household | \$7.00/M |
| Income | \$10.00/M |
| Investment Type | \$7.00/M |
| KeyCode | \$2.00/M |
| Language | \$10.00/M |
| Lifestyle/Life Change Event | \$7.00/M |
| Marital Status | \$10.00/M |
| Occupation | \$7.00/M |
| Political Affiliation | \$7.00/M |
| Presence of Children | \$7.00/M |
| Religious Affiliation | \$10.00/M |
| Run Charges | \$10.00/M |
| Telephone Numbers | \$100.00/M |
| Zip/SCF/State | \$7.00/M |

Postal, Telephone, Email

PROFILE

| | |
|----------|------------|
| GENDER: | 44% Female |
| | 56% Male |
| AVG AGE: | 58 |
| AVG HHI: | \$75,000 |

SOURCE

Direct Telephone Response

RESTRICTIONS

Cancellation Policy: Orders cancelled before the mail date will incur \$10/M running charges, a \$75 flat fee, plus selection charges. After mail date, full charges apply. Email broadcast orders cancelled after test is sent will incur full charges.

Miscellaneous: Most orders shipped in 3 business days. We believe the information concerning this list to be accurate, but we cannot guarantee its accuracy or the outcome of the mailing. List rental is for one-time use only. Reproduction of list in any form is not permitted. All telemarketing orders must be prepaid.

CONTACT

For more information, contact:

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Updated January 2019

Updated: Quarterly

Names Thru: December 2018

Next Update: April 2019



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