

## SECOND MORTGAGE HOLDERS

### POSTAL AND EMAIL

3/20/2018

072A

List Broker Discount 25% - More Information

2,419,726	Total Second Mortgage Holders	\$105.00/M
2,114,743	With Phone Numbers	\$125.00/M
656,714	Opt-In Email Addresses	\$145.00/M

Counts thru 3/2018

#### DATE

3/2018 UPDATED  
3/2018 CONFIRMED

#### UNIT OF SALE

\$10,000.00 AVERAGE

#### GENDER

90% MALE  
10% FEMALE

#### SOURCES

DIRECT RESPONSE  
DIRECT MAIL  
OPT-IN EMAIL

#### ADDRESSING

4 - UP CHESHIRE  
P.S. LABELS  
3 1/2 DISKETTE  
CD ROM  
E - MAIL / FTP  
EMAIL - DEPLOYMENT  
EMAIL - PERSONALIZATION

#### SELECTIONS

AGE	N/C
INCOME SELECT	N/C
PHONE NUMBER	\$20.00/M
ZIP/SCF/COUNTY/STATE	\$7.00/M
P.S. LABELS	\$10.00/M
3 X 5 INDEX CARDS	\$35.00/M
3 1/2 DISKETTE	\$50.00/F
CD ROM	\$50.00/F
E - MAIL / FTP	\$50.00/F

#### ADDITIONAL SELECTIONS

NET WORTH	\$10.00/M
GENDER	\$5.00/M
KEY CODING	\$5.00/M
CARRIER RT. SORT.	\$10.00/M
BAR CODING	\$10.00/M
EMAIL - DEPLOYMENT	\$25.00/M
EMAIL - PERSONALIZATION	\$25.00/M

#### TITLE

**Second Mortgage Holders/Inquirers and Prospects**  
(either Commercial or Residential)

#### DESCRIPTION

Buyers, inquirers and prospects of first and second mortgages  
(either commercial or residential properties)

#### PROFILE

Average Age:	47
Average Income:	\$70,000.00
Average Net Worth	\$100,000.00

#### SOURCES

Direct Mail  
Seminar Attendees  
Census Data  
Investment Questionnaires  
Real Estate Transactions  
Proprietary Sources  
Public Records  
Opt-In Email

**Guaranteed 95% Deliverable** | MINIMUM ORDER: 5,000 RECORDS

#### Updated Quarterly

Last Update: 3/2018  
Next Update: 6/2018

Delivery: Within 24 Hours  
Shipping & Handling: \$25.00 Flat Rate



data owner:



**ws ponton**  
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