

ESTATE PLANNING INQUIRERS

086A

List Broker Discount 25% - More Information

3,864,215 Individuals, Requested Estate Planning Info.	\$105.00/M
375,521 With Phone Numbers (DNC Suppressed)	\$125.00/M
890,948 Opt-In Email Addresses	\$145.00/M

Updated

Quarterly

TITLE

Estate Planning Inquirers

UNIT OF SALE

\$2,000.00 AVERAGE

DESCRIPTION

Within these premium mailing list, with optional opt-in email addresses, the affluent audience has requested estate planning information within the last 12 months. All marketing data points, self-reported and public, are audited and double verified each month through 2 or more organic sources ensuring superior accuracy and a receptive and responsive audience. The conservative audience in this premium marketing data are upscale investors who are actively seeking financial guidance and wealth management for their assets to avoid unnecessary taxes, liabilities, difficulties, and pitfalls. These older investors are concerned with their retirement, asset preservation, and the strategic transfer of assets to their spouse, family, heirs and charities.

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

PROFILE

Average Age:	64
Average Income:	\$80,000.00
Average Net Worth:	\$870,000.00

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

SOURCES

Investment Questionnaires
Telemarketing
Direct Mail
Seminar Attendees
Proprietary Sources
Space Ads
Investment Subscriptions
Opt-In Email

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

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

Updated Quarterly

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



data owner:



ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS

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