

**SECOND VACATION HOME INQS & PROSPECTS  
POSTAL AND EMAIL**

9/20/2017

154A

List Broker Discount 25% - More Information

186,674 Inquirers & Prospects	\$105.00/M
123,927 With Phone Numbers	\$125.00/M
87,923 Opt-In Email Addresses	\$145.00/M

**Counts thru 9/2017**

**DATE**

9/2017 UPDATED  
9/2017 CONFIRMED

**TITLE**

**Second Vacation Home Inquirers and Prospects**

**UNIT OF SALE**

\$10,000 AVERAGE

**DESCRIPTION**

Affluent travelers who have expressed an interest or requested information regarding the perspective purchase of a vacation home. These investors have the disposable income to purchase and maintain a second home for vacation purposes.

**GENDER**

90% MALE  
10% FEMALE

**PROFILE**

Average Age:	52
Average Income:	\$150,000.00
Average Net Worth:	\$425,000.00

**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

**SOURCES**

Investment Questionnaires  
Telemarketing  
Subscriptions  
Direct Mail  
Surveys  
Space Ads  
Proprietary Information  
Opt-In Email

**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

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

**Updated Quarterly**

Last Update: 9/2017  
Next Update: 12/2017

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



**data owner:**



**ws ponton**  
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