

SECOND VACATION HOME INQS & PROSPECTS POSTAL AND EMAIL

6/20/2018

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

TITLE

Second Vacation Home Inquirers and Prospects

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.

PROFILE

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

SOURCES

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

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

Updated Quarterly

Last Update: 6/2018
Next Update: 9/2018

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

data owner:



ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS



Counts thru 6/2018

DATE

6/2018 UPDATED
6/2018 CONFIRMED

UNIT OF SALE

\$10,000 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

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