

HOMEBASE HOTLINE MORTGAGES

1,765,460	ANNUAL NEW TRANSACTIONS		\$85.00/M	
460,638	QRTLTY NEW TRANSACTIONS	ADD	\$10.00/M	GENDER:
153,585	MTHLY NEW TRANSACTIONS	ADD	\$35.00/M	CAN SELECT
322,341	6 MTH PRODUCT BUYERS	ADD	\$35.00/M	
	EMAIL ADDRESSES	INQUIRE		ADDRESSING:
	NON-PROFIT RATE		\$80.00/M	SEE SELECTIONS
	PUBLISHER RATE		\$80.00/M	

KEYING: \$2.00/M

THIS IS A DEED DERIVED DATABASE COMPILED ON A MONTHLY BASIS FROM COUNTY CLERKS, DEED RECORDERS AND TITLE FILINGS. OWNERSHIP TRANSACTIONS ARE RECORDED AND REPORTED WITHIN 15-30 DAYS OF THE TRANSACTION.

MINIMUM ORDER:
5,000 OR \$400.00

SAMPLE REQUIRED

THE HOMEBASE HOTLINE MORTGAGE FILE IDENTIFIES ESTABLISHED AND NEW HOMEOWNERS, WHICH TYPICALLY SPEND MORE MONEY IN THE FIRST 6 MONTHS OF RESIDENCE THAN ESTABLISHED RESIDENTS SPEND IN TWO YEARS.

UPDATED MONTHLY

THESE HOMEOWNERS RESPOND TO OFFERS OF INSURANCE, REFINANCE AND ALL TYPES OF HOME IMPROVEMENT AND INTERIOR/EXTERIOR BEAUTIFICATION FOR HOME, YARD AND GARDEN.

MORTGAGE INFORMATION SELECTIONS AT \$15.00/M:

CONSTRUCTION LOANS	CONDOMINIUM
LOAN TYPE (FHA/VA/CONV)	LOAN AMOUNT
LOAN-TO-VALUE (LTV) RATIO	OWNER TYPE
ADJUSTABLE/FIXED INTEREST	SALES PRICE
EQUITY/CREDIT LOAN	MORTGAGE DATE
NUMBER & TYPE OF ROOMS	NEW HOMEOWNER
MORTGAGE MONTHLY PAYMENT	LOAN BALANCE
SELLER CARRY BACK	PURCHASE DATE
FIRST TIME SALE	TIME SHARE
SECOND MORTGAGE	INTEREST RATE
MORTGAGE TERM	YEAR BUILT
LAND VALUE	SWIMMING POOL
CENTRAL AIR	MORTGAGE TRIGGERS

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

END-USERS REQUIRING TELEPHONE NUMBERS MUST SIGN A "WAIVER OF LIABILITY AND INDEMNIFICATION AGREEMENT" AND MAY BE REQUIRED TO OBTAIN A SANS NUMBER FROM THE FTC WEB SITE: www.telemarketing.donotcall.gov

SOURCE: DEED/TITLE TRANSACTIONS

SELECTIONS: STATE/SCF/ZIP	\$6.00/M
PRODUCT BUYERS	\$35.00/M
TELEPHONES	\$30.00/M
NCDB DEMOGRAPHICS OVERLAY	\$12.00/M
ELECTRONIC DELIVERY	\$50.00

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Midwest Direct Marketing, Inc.

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HOMEBASE HOTLINE MORTGAGES (CONT'D)

** USAGE **

ACTION FIRST SECURITY
CFIC HOME MORTGAGE
CITICORP

COMPLETE OFFICE SOLUT.
GULFSHORE MEDIA
NAT'L CITY MORTGAGE

PRIME FINANCIAL
VALENTINE-RADFORD

CONTACT LIST MANAGER: scott@midwestdm.com

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