

MONTHLY NEW HOMEOWNERS

768,122 QUARTERLY HOTLINE AVERAGE \$60.00/M
 1 MONTH HOTLINE + \$20.00/M GENDER:
 EMAIL ADDRESSES INQUIRE CAN SELECT
 UPDATE RECEIVED BY 10TH OF EACH MONTH

100% NEW HOMEOWNERS/MOVERS COMPILED FROM PUBLIC AND
 GOVERNMENT RECORDS ON THE LOCAL, COUNTY AND STATE
 LEVELS, THESE HOME OWNERS CAN BE REACHED WITHIN
 DAYS OF THEIR CLOSING DATE. ADDRESSING:
 SEE SELETIONS
 KEYING: \$2.00/M

THESE HOME BUYERS WILL SPEND \$10,000 - \$25,000
 WITHIN THE FIRST 12 MONTHS OF OWNING THEIR NEW HOME
 ON FURNITURE, DRAPERIES, ART, WALLPAPER, PAINT,
 AND INTERIOR DECOR. THEY WILL SPEND MORE IN THE
 FIRST SIX MONTHS THAN THE ESTABLISHED RESIDENT WILL
 SPEND IN 5 YEARS. MINIMUM ORDER:
 5,000
 SAMPLE REQUIRED
 UPDATED MONTHLY

THE AGES RANGE FROM YOUNG, FIRST-TIME BUYERS TO
 SEASONED FOURTH AND FIFTH TIME BUYERS. BOTH GROUPS
 IMMEDIATELY SEEK OUT INSURANCE, LAUNDRY, GROCERY,
 AUTOMOBILE, ENTERTAINMENT, LANDSCAPING, RESTAURANT,
 PEST CONTROL, AND CARPET CLEANING SERVICES TO MAKE
 THEIR NEW HOMES COMFORTABLE AND TO ACCUSTOM THEM-
 SELVES TO THEIR NEW SURROUNDINGS.

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.

SOURCE: 100% COMPILED FROM PUBLIC AND
 GOVERNMENTAL RECORDS

SELECTIONS: TELEPHONES	\$30.00/M
COUNTY	\$6.00/M
STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
NEW PHONE CONNECTS	\$10.00/M
NEW UTILITY CONNECTS	\$10.00/M
MORTGAGE INFORMATION	\$10.00/M
PROPERTY CHARACTERISTICS	\$10.00/M
DEMOGRAPHICS	\$10.00/M
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com