

Reach New Homeowners



The New Homeowners file is comprised of a diverse range of families and individuals who are proud owners of a new home.

Segments	Price
Email	\$80.00 /M
Postal	\$80.00 /M
SMS/Mobile	\$150.00 /M
Multi Channel (Email & Postal)	\$120.00 /M
Multi Channel (Email & SMS/Mobile)	\$225.00 /M

Description

The **New Homeowners File** is comprised of a diverse range of families and individuals who are proud owners of a new home. This file is rich with data regarding demographics and lifestyle qualifiers in addition to full array of homeowner specific selects in order to reach targeted new homeowners with precision. These homeowners reside in a variety of dwellings including single family homes, multiple family homes, apartments, condos, townhomes, ranches and also include owners of vacation properties, time shares and fractional ownership. Homeowner specific selects include home value, purchase date, year built, type of dwelling, presence of pool, number of vehicles per household, family size / number of residents, presence of children, interest in insurance and financial products, interest in lawn and garden care, interest in furnishings and home décor, interest in remodeling or upgrading and much more.

Demographic selects include age, income, gender, family status, education, ethnicity, profession, political or religious affiliation, geography, purchase preference, and a full array of interest and lifestyle selects including family centered household, luxury lifestyle at home, ecological "green" household, and other targeted lifestyle selects. Ideal list usage includes homeowners insurance, refinancing, home alarm system, kitchen and bath remodeling, flooring, furnishings, landscaping, window and screen installation, pool maintenance, gutter cleaning and tree removal, carpet care and prevention for household with children and pets, barbecue and home entertaining, and much more!

Contact Us For More Information

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ID Number	338391
Universe	5,033,253
List Type	Consumer
Source	Internet Opt-in e-mail
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	05/18/2012
Counts through	01/18/2013

Selects	
Age	No charge
Ethnicity	No charge
Gender	No charge
Household Income	No charge
Income	No charge
Marital Status	No charge
Monthly Hotline	No charge
Presence of Children	No charge
SCF	No charge
State	No charge
Zip Code	No charge
Homeowner Selects	No charge
Education	No charge
Profession	No charge
Political/Religious Affiliation	No charge
Purchase Preference	No charge

Geography Domestic (US)

Addressing	
ADDITIONAL CREATIVE	250.00 /F
EMAIL PERSONALIZATION	10.00 /M
EMAIL TESTING	No charge
EMAIL TRACKING	No charge
EMAIL TRANSMISSION	No charge
IMAGE HOSTING	No charge
POSTAL FILE DELIVERY	25.00 /F
RUN CHARGE	10.00 /M
SUPPRESSION FEE LESS THAN 250K NAMES -	300.00 /F
SUPPRESSION FEE MORE THAN 250K NAMES -	500.00 /F

> Targeted, Effective Results!
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