

BYRUM & FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

15600S

BYRUM & FLEMING'S WEEKLY AFFLUENT NEW HOMEOWNERS

Be the first to market to Byrum & Fleming's Weekly Affluent New Homeowners database with 4,800 new names added weekly. For these recession-proof, highly responsive buyers with minimum incomes of \$50K+, their home purchase represents only the beginning of their spending. These affluent new homeowners are in the market for expensive, upscale furniture, home furnishings and decorations, home improvements and renovation, landscaping and gardening and other necessities to make their new home attractive, livable and comfortable. Byrum & Fleming's highly responsive weekly affluent new homeowners would welcome offers pertaining to mortgage refinancing, home equity loans, banking/financial/credit cards, medical and insurance, gardening, outdoor living, home furnishings and improvements, cell phones, wireless services and more. Sourced from telco and county records.

Weekly Hotline = 4,800
Monthly Hotline = 19,000

Total Database - 229,000

Available Selects \$5/M

Loan type - fixed	Property type - single family
Loan type - graduated	Property type - condo
Loan type - variable	Property type - 2-4 units
Loan amount - first	Property type - 5+ units
Loan amount - second	Property type - misc residential
Loan amount - third	Home owner type - owner occupied
Loan to value	Home owner type - investor
Home value	Purchase / loan date
Purchase price	Lender name
Owner gender	Lender type

Terms and Pricing

List Rental	\$95/M	Recency Select (1 mo)	\$25/M	Keycoding	\$5/M
Minimum Order	5000	Recency Select (3 mos)	\$20/M	Age/Geo	\$5/M
Telephone Numbers	\$35/M	Recency Select (6 mos)	\$15/M	Income	\$5/M
Recency Select (weekly)	\$30/M	Recency Select (12 mos)	\$10/M	E-Mail	\$50

Brokers Welcome

321 San Anselmo Ave, San Anselmo, CA 94960 • (415) 457-1700 • Fax (415) 459-5162

(800) 850-1711