

# BYRUM FLEMING

Mailing List Brokerage and Management

[www.byrumfleming.com](http://www.byrumfleming.com)

97500S

## PRIME MORTGAGE PROSPECTS DATABASE

The Prime Mortgage Prospects Database is made up of individuals who have an income of \$75,000+, own a single family dwelling unit, are age 35-55, and live in affluent neighborhoods. By selecting mortgage and rate amount, mailers will zero in on the perfect prospect for financial, refinancing, insurance, and home equity loans. These prospects should also be considered for publishing and high end catalog offers.

### Total Database - 9,000,000

Available Selects \$5/M

Mortgage Amount	8,000,000
Mortgage Rate	450,000
Length of Residence	6,200,000
Direct Mail Responders	2,100,000
Home Value	7,000,000

### Terms and Pricing

List Rental	\$90/M	Telephone Numbers	\$35/M	Gender Select	\$5/M
Minimum Order	5000	Recency Select (3 mos)	\$20/M	Geographic Select	\$5/M
Email	\$50	Recency Select (6 mos)	\$15/M	Age/Income Select	\$5/M
FTP	\$50	Recency Select (12 mos)	\$10/M	Key Coding	\$5/M

*Brokers Welcome*