

HOMEOWNERS - MORTGAGE HOLDERS

\$80/M
MIN. 5,000

#609-X0719-45-R

45,500,000+ Homeowners - Mortgage Holders

This **brand new list** identifies over 45 million homeowners by their exact mortgage information. Included are both demographic and lifestyle characteristics, useful in the most demanding of direct marketing campaigns.

Excellent for refinancing, home improvement, home equity loans, insurance, home furnishings, lawn & garden supplies, retail department stores, fund raisers, catalogs, subscriptions, etc.

Source: Banks, Mortgage Companies and other Lending Institutions.

SELECTIONS - \$15/M ADD'L (EXCEPT AS SHOWN)

✓ **Mortgage Opening Date** (1st & 2nd Mortgage)
Selection by year & month

✓ **Mortgage Amount** (1st and 2nd Mortgage)

- Under \$25,000
- \$25,001 - 49,999
- \$50,000 - 74,999
- \$75,000 - 99,999
- \$100,000 - 149,999
- \$150,000 - 199,999
- \$200,000 - 249,999
- \$250,000 - 499,999
- \$500,000 - 999,999
- \$1,000,000+

✓ **Current Market Value**

- Under \$50,000
- \$50,001 - 99,999
- \$100,000 - 149,999
- \$150,000 - 199,999
- \$200,000 - 249,999
- \$250,000 - 299,999
- \$300,000 - 399,999
- \$400,000 - 499,999
- \$500,000 - 749,999
- \$750,000+

✓ **Loan Type** - (1st and 2nd Mort.)

- Conventional
- FHA
- Veterans

✓ **Loan Rate Type**

- Fixed
- Graduated
- Variable

✓ **Loan Transaction Type**

- Equity Loan
- Refinanced Loan
- Proxy Loan
- Resale Loan
- Subdivision

✓ **Loan-to-Value Ratio - \$25/M**

- | | |
|-----------|----------|
| 90 - 100% | 50 - 59% |
| 80 - 89% | 1 - 49% |
| 70 - 79% | 0 |
| 60 - 69% | |

✓ **Lender Type - \$15/M**

- | | | |
|---------------------|-------------------|------------------|
| Bank | Government | Mortgage Company |
| Credit Union | Hard Money Lender | Savings & Loan |
| Development Company | Insurance Company | Individual |
| Finance Company | | |



Zip Sequence

★★★★★★★★★★

P-S Labels - \$10/M

Disk/Email/CD/FTP - \$50/L

State/SCF/Zip - \$5M

County - \$5/M

Keying - \$3/M

★★★★★★★★★★

Gender - \$5/M

Marital Status - \$5/M

Age - \$10/M

Income - \$10/M

Children - \$7.50/M

Credit Card - \$15/M

Spouse - \$10/M

Hispanic Hslds - \$25/M

★★★★★★★★★★

SAMPLE MAILING

PIECE REQUIRED

★★★★★★★★★★

Phones - \$25/M

ADDITIONAL SELECTIONS

- ✓ Dwelling Type - \$5/M
- ✓ Original Purchase Price - \$15/M
- ✓ Age of Home - \$15/M
- ✓ Swimming Pool - \$10/M
- ✓ Square Footage - \$15/M
- ✓ Length of Residence - \$10/M
- ✓ Available Equity - \$25/M
- ✓ Lendable Equity - \$25/M
- ✓ Lender Name - \$20/M
- ✓ Net Worth - \$25/M



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FRED WOOLF LIST CO., INC.

P.O. BOX 346 □ SOMERS, NY 10589-0346
info@woolflist.com □ www.woolflist.com
(914) 694-4466 □ FAX (914) 694-1710 □ (800) 431-1557

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