

Obtain The List **You Need** For Your **Unique Opportunities**

Thousands of customers nationwide, in a variety of industries, use ListSource for their unique direct marketing needs. In addition to the “Create Your Own” feature, which enables users to build a list from scratch, ListSource offers several list templates. The table below illustrates how several of the list templates can be applied in a variety of ways.

Sample Lists Used			Applications
Real Estate			
› Residential Agent or Broker	› New Homeowners › New Home Construction	› Foreclosure Properties › Absentee › Nearby Properties	› Market services to homeowners that may be in the market to move/upgrade › Solicit referrals
› Title and Settlement Services	› New Homeowners › New Home Construction	› Foreclosure Properties › Absentee › Nearby Properties	› Lists provided to Real Estate or Lender clients
› Commercial Broker or Developer	› Foreclosure Properties		› Determine purchase opportunities
› Construction and Improvement	› New Homeowners › New Home Construction	› Foreclosure › Absentee › Nearby Properties	› Market homeowners for current or future home repair projects
› Home Repair & Builders	› New Homeowners › Move Up Opportunities	› Absentee › Nearby Properties	› Target retirement communities › Locate vacation property candidates
Mortgage Lending			
› Origination	› New Homeowners › New Home Construction › Non-Owner Occupied › Owner Occupied › Convert ARMs › Estimated Equity › FHA & VA Loan Eligibility	› Lender Specific › Mortgage Consolidation › Mortgage Loan Rate & Term Reduction › Foreclosure Properties › PMI Removal › Subprime Loans	› Market loan programs, e.g., refi, HELOC › Market loan programs to competitor's borrowers
› Mortgage Broker	› New Homeowners › New Home Construction › Convert ARMs › Estimated Equity › Lender Specific › Mortgage Consolidation	› Mortgage Loan Rate & Term Reduction › Foreclosure Properties › PMI Removal › Subprime Loans	› Market services
Consumer Marketing			
› Call Centers	› New Homeowners	› New Home Construction	› Telemarketing services
› Database or List Aggregator	› New Homeowners › New Home Construction › Owner Occupied	› Non-owner Occupied › Estimated Equity › Foreclosure Candidates	› Database
› Retail and Services	› New Homeowners › New Home Construction	› Estimated Equity	› Suppress ineligible candidates / targets › Market with precision
Government & Utilities			
	› New Homeowners › New Home Construction		› Contact homeowners or residents for local infrastructure projects › Communicate with citizens on community services and events
Property & Casualty Insurance			
› Marketing and Retention	› New Homeowners	› New Home Construction	› Contact homeowners for insurance needs

Get Started. Reach qualified candidates today.
Call 866.774.3282 or visit listsources.com for more information.