



Dynamic Homeowner List Solutions for Direct Marketers.

Zero in on the right homeowners

Target homeowners with surgical precision using ListSource™, our premier list database for direct marketers. By utilizing multiple data elements such as homeowner address, property characteristic, demographics, buying behavior and mortgage data, you can pinpoint your direct marketing efforts to achieve greater results.

Rely on fresh, comprehensive homeowner data

ListSource's dynamic database is updated nightly to reflect the latest property and mortgage transactions, delivering the most up-to-date direct marketing lists available. List criteria are derived from more than 2,080 counties and over 129 million properties providing the breadth and depth necessary to implement highly strategic marketing campaigns.

Searching lists criteria is simple using filters ranging from mortgage-related data such as loan amount and loan date to property characteristic data like property type and current home value. Additional searchable homeowner data includes:

- › Geography
- › Demographic Data
- › Property Characteristics
- › Mortgage
- › Foreclosure
- › Premium Mortgage Content

Search and save direct marketing lists with ease

As a registered user of ListSource, You have complete and unlimited access to the database to search list criteria and run prospect lists before purchasing and downloading data. Save favorite search parameters such as detailed mortgage data or specific leads to build direct mail lists quickly and efficiently. Once your list criteria is a saved, it is archived for 180 days along with any purchased lists, providing you with the flexibility to return to searches at your convenience.

Additional Benefits

Flexible file formats to support your next direct mail, out-bound call campaign, etc:

- › CSV Files
- › Contact List
- › Prospecting List
- › List of Records
- › Detail Report
- › Mailing Labels



Features

ListSource contains direct marketing data solutions such as:

- › **Real Estate Lists with Map-Based Searching:** Use this powerful method to target a geographical area visually using street map intelligence for precision marketing.
- › **Main Database:** Build your dream marketing list by accessing hundreds of homeowner data elements from property characteristics and demographics to buying behavior and mortgage data.
- › **Customer Center:** Available to subscription customers and provides a new level of control and administrative functionality to better manage your account as well as individual end-user access.

Additional Features

Specialty direct marketing lists allow you to search by list criteria such as:

- › **New Homeowners:** Connect with homeowners that have purchased a property within the last 12 months. Narrow your search using new construction or resale flags. Identify leads for minor to major home improvements such as pool maintenance, painting, masonry, landscape services and more.
- › **Non-Owner Occupied:** Target consumers that own more than one home. In most cases, these property owners are more likely to refinance their investment properties when given the option as opposed to their primary residence.
- › **Owner Occupied:** Save time and money by marketing to the key decision maker.
- › **Convert Adjustable Rate Mortgages (ARMs):** Create targeted marketing lists to current homeowners with an adjustable Rate Mortgage (ARM) to convert them to a fixed-rate loan.
- › **Distressed & Foreclosure Properties:** Target homeowners in various stages of foreclosure including pre-foreclosure, pending auction sales and bank-owned (REO).
- › **Estimated Equity:** Estimate the available equity based on our proprietary AVM to seek homeowners who are prime prospects for a home equity loan or a cash-out refinance loan.
- › **FHA/VA Loans:** Build prospect lists of homeowners with high interest rate FHA/VA loans to convert their existing mortgages to conservative loans.
- › **Lender Specific:** Target your direct mail lists by a specific lender or specific lender type.
- › **Mortgage Consolidation:** Generate direct mail lists to homeowners with multiple mortgages (first Mortgage plus all junior mortgages).
- › **Subprime Loans:** Connect with homeowners anxious to convert their subprime loans to conventional loans by building direct marketing lists that target specific lenders or lender types.
- › **Remove PMI:** Market to Private Mortgage Insurance homeowners who have earned home equity and are prime candidates for refinance and PMI removal.