

Pre-Movers

Nextmark# 309969/SRDS# 944214-000

SEGMENTS

| | | |
|---------------|--------------------------------------|-------------------|
| 1,500,000 | Total Universe/Universe Rate | \$110.00/M |
| 70,000 | Weekly Hotline Homes For Sale | \$120.00/M |
| 280,000 | 1 Month Hotline Homes For Sale | \$115.00/M |
| 850,000 | 3 Month Hotline Homes For Sale | \$110.00/M |
| 50,000 | Weekly Hotline Pending Sales | \$120.00/M |
| 194,000 | 1 Month Hotline Pending Sales | \$115.00/M |
| | E-mail Addresses | + \$25.00/M |

COUNTS LISTED ARE AVERAGE HOTLINE QUANTITIES

DESCRIPTION

Avrick Direct offers weekly homes just listed on the market, as well as properties in escrow (sales pending).

- **Pre Movers** have just listed their current home for sale and will shortly be moving to new their new home.
- **Pending Sales** are under contract to sell and have entered into escrow. Most sales close within 30 days, with the owner vacating the premises for the new owner.

The Pre-Mover data set includes the asking price for the home being sold which can be an excellent predictor of the type of home being purchased.

60% OF ALL RECORDS HAVE A FULL NAME.

ALL FORECLOSURES HAVE BEEN REMOVED FROM THIS FILE.

Consumers spend significant amounts of money prior to relocating -- moving services, furniture, appliances and home improvements. They are also selecting consumer services, banks, insurance, & communication. Now is the time to reach them, when they will spend more money on products & services in the next 6 months than they will in the following 3 years.

CANCELLATION PRIOR TO MAIL DATE SUBJECT TO CANCELLATION CHARGE PLUS RUNNING AND SELECTION CHARGES.

CANCELLATION ON OR AFTER MAIL DATE SUBJECT TO FULL RENTAL.

DATE

Updated Weekly

GENDER

50% Male/50% Female

SOURCE

Newspaper, On-line, For Sale By Owner listings, Compiled lists

ADDITIONAL CHARGES

| | |
|------------------|-----------|
| Asking Price | \$11.00/M |
| Dwelling Type | \$11.00/M |
| Gender/Sex | \$7.00/M |
| Geo/Geographical | \$7.00/M |

ADDRESSING

| | |
|--------|-----------|
| FTP | \$50.00/F |
| E-Mail | \$50.00/F |

MINIMUM ORDER \$350.00

SPECIAL INSTRUCTIONS

Sample mail piece required with order.
E-Mail price does not include deployment.

EXCHANGES Are not allowed

NET NAME POLICY Is allowed

REUSE Please inquire

OWNER/MANAGER

-----WEBSITE-----
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