

## CANADIAN PRE-MOVERS, JUST SOLD AND NEW OWNERS

|         |                               |            |
|---------|-------------------------------|------------|
| 856,689 | 12 MONTH JUST LISTED FOR SALE | \$145.00/M |
| 67,411  | 1 MO HOTLINE JUST LISTED +    | \$15.00/M  |
| 439,787 | 12 MONTH JUST SOLD +          | \$135.00/M |
| 33,912  | 1 MO HOTLINE JUST SOLD +      | \$15.00/M  |
| 309,743 | 12 MO NEW HOMEOWNER +         | \$125.00/M |
| 24,176  | 1 MO HOTLINE NEW OWNER +      | \$15.00/M  |
|         | WEEKLY HOTLINE                | INQUIRE    |
|         | EMAIL ADDRESSES               | INQUIRE    |

TARGET HOMEOWNERS WHO HAVE JUST LISTED THEIR HOME FOR SALE, OR WHO JUST SOLD, OR JUST PURCHASED A NEW HOME. REACH THE HOUSEHOLDS DURING THE CRITICAL "READY TO SPEND" PHASE.

MINIMUM ORDER:  
5,000

THESE PRE-MOVERS WILL SPEND \$10,000 - \$25,000 WITHIN THE FIRST 12 MONTHS OF THEIR MOVE ON FURNITURE, DRAPERIES, ART, WALLPAPER, PAINT, FENCING, LAWN SERVICE, PEST CONTROL, SECURITY SYSTEMS, AND INTERIOR DÉCOR. THEY WILL SPEND MORE IN THE FIRST SIX MONTHS THAN THE ESTABLISHED RESIDENT WILL SPEND IN 5 YEARS.

SAMPLE REQUIRED

UPDATED MONTHLY

THE AGES RANGE FROM YOUNG, FIRST-TIME OWNERS TO SEASONED FOURTH AND FIFTH TIME BUYERS. BOTH GROUPS IMMEDIATELY SEEK OUT INSURANCE, LAUNDRY, GROCERY, AUTOMOBILE, ENTERTAINMENT, LANDSCAPING, RESTAURANT, INTERNET, AND CARPET CLEANING SERVICES TO MAKE THEIR NEW HOMES COMFORTABLE AND TO ACCUSTOM THEMSELVES TO THEIR NEW SURROUNDINGS.

THE NAME OF THE CONSUMER IS AVAILABLE ON APPROXIMATELY 85% OF THE FILE AND IS AVAILABLE AS AN ADDITIONAL SELECTION. A MAILER CAN MAIL TO "CURRENT RESIDENT" OR RECORDS MAY BE OUTPUT WITH 100% NAMES OR NAMES WHERE AVAILABLE. LIST IS AVAILABLE IN RAW DATA OR FULLY STANDARDIZED AND CANADIAN POST VERIFIED FORMAT.

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL. ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE

SOURCE: PUBLIC DOMAIN

|   |           |
|---|-----------|
| SELECTIONS: TELEPHONES  | \$30.00/M |
| PROVINCE, CITY, POSTAL CODE   | \$10.00/M |
| CONTACT NAME  | \$5.00/M  |
| HOME LIST PRICE   | \$15.00/M |
| NEIGHBORHOOD PRICE  | \$15.00/M |
| # OF BEDROOMS, # OF BATHS   | \$15.00/M |
| SQUARE FOOTAGE  | \$15.00/M |
| AGE OF PROPERTY   | \$15.00/M |
| HOME TYPE (SFDU, CONDO, APT, ETC)   | \$10.00/M |
| LAND TYPE   | \$10.00/M |
| PRESNCE OF POOL / HOT TUB   | \$15.00/M |
| FOR SALE BY OWNER   | \$10.00/M |
| DAYS ON THE MARKET  | \$15.00/M |
| PROJECTED CLOSING DATE  | \$15.00/M |
| ELECTRONIC DELIVERY   | \$75.00F  |
| <u>CONTACT LIST MANAGER EMAIL: <a href="mailto:scott@midwestdm.com">scott@midwestdm.com</a></u> |           |

**Midwest Direct Marketing, Inc.**

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320  
Email: [info@midwestdm.com](mailto:info@midwestdm.com)