

**RENT TO OWN**

1,648,364	12 MONTH NEW TRANSACTIONS	\$80.00/M	
695,433	3 MONTH NEW TRANSACTIONS	ADD \$10.00/M	GENDER:
241,811	MONTHLY NEW TRANSACTIONS	ADD \$15.00/M	CAN SELECT
	EMAIL ADDRESSES	INQUIRE	ADDRESSING:
			SEE SELECTIONS

RENT-TO-OWN, ALSO KNOWN AS A LEASE/PURCHASE IS A LEGALLY DOCUMENTED TRANSACTION WHEREBY PROPERTY SUCH AS APPLIANCES, ELECTRONICS, FURNITURE, EQUIPMENT, AND EVEN HOUSING ARE LEASED IN EXCHANGE FOR A WEEKLY OR MONTHLY PAYMENT, WITH THE OPTION TO PURCHASE AT SOME POINT DURING THE CONTRACT PERIOD.

MINIMUM ORDER:  
5,000 OR \$400.00

SAMPLE REQUIRED

MOST RENT TO OWN TRANSACTIONS ARE FOR PURCHASING CONSUMER GOODS IN A RETAIL STORE. THESE CONSUMERS TYPICALLY HAVE A LACK OF CREDIT AND APPRECIATE THE ABILITY TO OBTAIN MERCHANDISE THEY OTHERWISE COULD NOT. THEY RENT ITEMS SUCH AS TELEVISIONS, STEREO SYSTEMS, VIDEO SYSTEMS, FURNITURE, COMPUTERS, SMALL AND MAJOR APPLIANCES, SMARTPHONES AND DINING ROOM SETS.

UPDATED MONTHLY

DURING HOUSING MARKET DOWN-TURNS THE RENT-TO-OWN HOUSING OPTION IS MORE FAVORABLE FOR THOSE WHO DO NOT QUALIFY FOR A CONVENTIONAL MORTGAGE DUE TO THEIR CREDIT SCORES OR DO NOT HAVE THE DOWN PAYMENT. THEY ARE IN NEED OF LAWN MOWERS, TOOLS, INSURANCE AND HOUSEHOLD ITEMS.

THESE CONSUMERS ARE RESPONSIVE TO CREDIT CARD AND LOAN OFFERS, BUSINESS OPPORTUNITIES, SELF-IMPROVEMENT PRODUCTS, AND DEBT CONSOLIDATION.

SELECTIONS AT \$10.00/M:

SINGLE FAMILY DWELLING UNIT	MULTI FAMILY DWELLING UNIT
INCOME	AGE
GENDER	PRESENCE OF CHILDREN
MARITAL STATUS	ETHNICITY
OCCUPATION	INFERRED CREDIT SCORE
APPLIANCES	TOOLS

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: PRODUCT REGISTRATION, DIRECT MAIL, RETAIL, ONLINE

SELECTIONS: STATE/SCF/ZIP	\$6.00/M
HOUSEHOLD DEMOGRAPHICS	\$10.00/M
ZIP FILE SET UP	\$50.00
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER: [scott@midwestdm.com](mailto:scott@midwestdm.com)

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