

# New Movers - HOMEOWNERS

## Overview

<b>SEGMENTS</b>	<b>COUNTS THROUGH 11/24/2007</b>	
5,864,103	12-Month Hotline	\$85.00/M
633,345	Monthly Hotline	+ \$5.00/M
118,678	Weekly Hotline	+ \$10.00/M

**SOURCE:** Compiled, Zip+4 Overlay, Proprietary Modeling

**UPDATES:** Weekly

**MINIMUM ORDER:** 5,000

### DATA CARD DESCRIPTION:

Tap into new homeowners—a valuable market for offers like home equity loans and mortgage refinancing, credit cards, home improvement and maintenance services, catalogs and much more. Compiled from a variety of public and proprietary sources, this list offers the most recent new homeowner data currently available.

### COMPANY DESCRIPTION:

**Goldleaf Data delivers power to your company.**

Power to acquire new business by reaching new connects faster – with the most affordable business and consumer data in the market. That is the Goldleaf Data difference.

The truth is, Goldleaf Data is unlike any other new mover data company you may have tried before. We are a data originator, not a data reseller, which means we get our data – both consumer and business new connect data – **directly** from the telecommunications providers (Telcos). This makes our data fresher and more accurate. The difference Goldleaf Data makes is unmistakable.

**Fresher Data. Faster Data. Better Data.**

### SELECTS:

Age	\$10.00/M	Key Coding	\$3.00/M
Dwelling Type	\$10.00/M	Cartridge	\$30.00/F
Ethnicity	\$15.00/M	CD-ROM	\$50.00/F
Income	\$10.00/M	Cheshire Labels	\$10.00/M
Phone Number	\$15.00/M	Diskette	\$50.00/F
Presence of Credit Card	\$10.00/M	Email	\$75.00/F
Geo Select	No Charge	FTP	\$75.00/F

### For detailed specifications, please contact:

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