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Mortgage Refinancers by Marigold

Homeowners who have refinanced their homes

DESCRIPTION

The home refinancing process provides fresh data on homeowner households a targeted market of individuals ideal for a wide variety of homeowner-related offers and financial products campaigns. This comprehensive Marigold list includes more than 10 million households that have purchased a home and subsequently refinanced. Use the many selects available to precisely target a direct mail campaign to these homeowners by age of children in the household, computer purchases, marital status, and more.

SEGMENTS

2,516,580 WITH PHONES \$10/M

SELECTS

Age Of Children	\$5/M
Computer Owner	\$5/M
Credit Card Buyers	\$5/M
Donor	\$5/M
Ethnicity	\$5/M
Lifestyle Select	\$5/M
Marital Status	\$5/M
SCF	\$5/M
State	\$5/M
Zip	\$5/M

LIST INFO

Total Count: 12,505,467
Base Price: \$70/M
Source: Compiled lists
Geography: USA
Min. Purchase: \$500.00
Market: Consumer

LIST TYPES AVAILABLE

Postal
Phone

LIST MAINTENANCE

New to Market 04/24/2006
Update Freq. Monthly

DELIVERY OPTIONS

Email Delivery \$50

ADDRESSING OPTIONS

Text/Excel \$0/
Mailing Labels \$10/

CONTACT NAME	ROLE	EMAIL	PHONE	FAX
TJ Downey	List Manager	tj@marigolddirect.com	(646) 442-2076	(888) 761-8817

Are you interested in marketing to a specific subset, demographic, or geographic area of this list? Request a count for the segment you are looking for by calling us at (212) 696-5000.