

EXPERIAN NEW HOMEOWNERS FILE

Why is Experian's New Homeowners DatabaseSM such a valuable resource to marketers?

A rich source of new prospects, the New Homeowners Database enables you to target offers to millions of Americans each year who are new to their neighborhood, have special needs and are ready to establish loyal relationships. With above-average incomes and specific purchasing needs, new homeowners are highly receptive to direct mail and telephone promotions.

What do they buy? Everything from lawn and landscaping services to home improvement products and home furnishings. In fact, new homeowners spend more on home related products and services within six months of moving than established residents spend in two years.

Compiled from public records, including warranty and security deeds, our New Homeowners Database gives you the most recent and accurate homeowner information available today. With approximately 20 million records — about 330,000 added each month — this database enables marketers to target the most recent new homeowners in any market each month.*

**In certain areas, updates are available weekly.*

experian®

Selects Available:*

Geographic Selects

City Name
County Name
CRRT
Radius
SCF
State
Zip

Suppression

Client File Suppress
Previous Order Suppress

Demographic Selects

Condo Indicator
Date On File
Down Payment Amount
Down Payment Percentage
Marital Status
Mortgage Amount Code
Mortgage Type
Presence of Lender
Presence of Phone
Purchase Amount Code
Purchase Date
Rate Type
Record Type
Sale Type
Update Month
Update Week



30-day Hot Line count:

330,000 approx.

Last 12 months:

3.5 million approx.

Base name and address:

\$60/M

Source: Public sources, including county deed records

Minimum order: \$150

Extra charge for unlimited usage

Updated weekly

Suggested users:

- ◆ Catalogers
- ◆ Financial institutions
- ◆ Financial services
- ◆ Lawn and home services
- ◆ Publications
- ◆ Retail

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* Available selects are subject to change at any time at the discretion of the data owner or data provider on the MarketFox system.