



# New Homeowners Mortgage Hotline

**OVER 2,400,000 Annually**  
**Base Price \$80.00 Per Thousand**  
 Includes Name, Address, City, State, Zip  
 Phones: \$20.00/M  
**Minimum Order: \$300.00**

More than 2 million Americans buy homes each year and have no point of reference for locating available merchants and services in their new neighborhood. Yet, new homeowners will spend more on home related products and services within six months of moving than established residents will spend in two years!

These new homeowners have above-average incomes and specific purchase needs, are open to direct mail and telephone promotions for everything from lawn and landscaping services to dentists. And since they have just undergone exhaustive credit screening they are ideal prospects for major credit purchases, as well as homeowners insurance products) ... catalogs (more than 75% of all new homeowners place catalog orders during the first year in their new home) ... fund raisers (demographic characteristics of new homeowners closely match the prospect profile of many non-profits) ... and credit cards (new homeowners are proven credit worth as demonstrated by the extensive mortgage qualifying process).

CAS can put you in touch with these highly responsive prospects at the time they are establishing new buying patterns.

### Popular Selects

Loan Amount	\$15/M
Interest Rate	\$15/M
Loan Term	\$15/M
Loan Type	\$15/M
Loan to Value	\$15/M
Subprime Lender	\$15/M
Estimate Equity	\$15/M

### Available Output Formats:

Cheshire Labels*(4-up)	\$ 5.00/M	Manuscript* . . . . .	\$ 8.50/M
PS Labels* . . . . .	\$12.50/M	4x6 Cards . . . . .	\$25.00/M

*\*Subject to Print Output Minimum . . . \$50 per job*

### Output Media:

Email . . . . .	\$25.00	CD-ROM . . . . .	\$40.00
FTP . . . . .	\$25.00	Diskette . . . . .	\$25.00
Cartridge . . . . .	\$25.00		

September 2007

