

NEW LIST

HIGH DEBT HOUSEHOLDS

2130-9

458,989 Records

Reach high debt homeowners that are prime candidates for debt consolidation offers. Target this list by available home equity, lone to value ratio, bank card debt and estimated household income.

Select by type of credit card, household income, home equity amount, loan to value ratio, and revolving bank card balances.

NCOA processed quarterly. Zip+4 Appended

Telephones are available for 78,946 records. (add \$25/M)
Email Address appending available – please inquire.

Minimum order 5,000 records

Home Equity: (add \$15/M)

Less than \$5,000	6,673	\$75,000 - \$99,999	12,529
\$5,000 - \$9,999	9,108	\$100,000 - \$149,999	8,825
\$10,000 - \$19,999	26,825	\$150,000 - \$199,999	3,075
\$20,000 - \$29,999	45,525	\$200,000 - \$249,999	1,581
\$30,000 - \$49,999	85,893	\$250,000 plus	2,268
\$50,000 - \$74,999	43,678		

Loan to Value: (add \$15/M)

No loans	72	70% - 79%	9,789
1% - 49%	23,327	80% - 89%	10,225
50% - 59%	8,651	90% - 99%	9,494
60% - 69%	9,215	100% plus	17,155

Revolving Bank Card Balance: (add \$15/M)

Extremely Low – A+	45,450	Moderately High – B-	163,326
Moderately Low – A-	54,976	High – C	27,038
Moderate - B	137,156	Extremely High – C-	31,043

Suggested Usage:

These prospects should respond well to all offers of debt consolidation and home equity lines of credit.

Related Lists Available from Dunhill International:

- Adjustable Rate Mortgage Holders
- No Doc/Low Doc Mortgages
- New Mortgage Prospects (Renters)

Dunhill International's broad range of services includes Mailing, Telemarketing, and Email Lists, Email Address Appending, Telephone and Cell Phone Appending, Reverse Appending, List Management, List Brokerage and Consultation.

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\$75/M one time use
\$150/M unlimited use

Material

Diskette	\$50/F
E-mail/FTP	\$50/F
P/S Labels	\$15/M
Presort	Inquire

Selection

Bank Card	\$15/M
Home Equity	\$15/M
Key Code (6 digit)	\$5/M
Loan to Value	\$15/M
State/SCF/Zip	\$5/M
Telephones	\$25/M

Commission

20% to recognized brokers

Cancellation Policy

All orders cancelled before the mail date will incur a \$50 flat cancellation fee, along with \$10/M running charges plus shipping. Full charges will apply to all orders cancelled after mail date.

48 hour delivery
add \$100.00

M=per thousand names
F=flat rate



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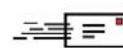
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