



datacard

DIRECTLY FROM THE SOURCE MORTGAGE HOLDERS

Counts Through April 2010

Updated May 2010

Overview:

261,522	Universe Mortgage Holders	\$90/M
210,082	On Time Mortgage Holders	\$90/M
32,659	1 Payment Behind Holders	\$90/M + \$10/M

Description:

2 Payments Behind Holders	18,871	\$90/M + \$10/M
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1/09 through 3/09 ARM Resets	25,733	\$90/M + \$25/M
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Directly from the Source Mortgage Holders offers original source data that is 30-60 days fresher when compared to the files derived from the credit bureaus and their resellers. Sourced from a leading mortgage servicer, Directly From the Source data is literally pre-credit bureau- there is no way to access payment status or adjust rate mortgage reset dates any sooner than you can with this list.

Directly From the Source data is from the actual service company. Current payment status is current to the last 24 hours. Adjustable Rate Mortgage data also comes from the actual service company- a company which is a leading business process provider to the financial services industry with US and global operations. Directly From the Source provides numerous data points that allow your mailers to target the precise demographics needed for a successful campaign.

Directly From the source can also select home owners that are paid ahead , that are current on their mortgage and that are 60 or 90 days late. Being there first with your mailers piece is often the difference between sale and no sale.

Directly From the Source is robust, original, fresher than the others and accurate. Test this file as soon as possible and start reaping the benefits.

For further information contact Stacey Elson at selson@infocore.com or call 760-607-2500 x21

Source

Direct Mail

Selection Charges

GEO SELECT	\$6.00/M
PAYMENT STATUS	\$10.00/M
ARM RESET DATE	\$20.00/M

Output Media

CARTRIDGE	\$50.00/F
CD ROM	\$50.00/F
EMAIL	\$50.00/F

Update Schedule

Quarterly

Minimums

5000 Quantity

STANDARD TERMS

A sample mail piece is required for list owner approval. A List Rental Agreement is required for each new mailer, and remains in place for one year's duration. Payment terms are 30 days in full after mail date. Cancelled orders are subject to a \$100 fee, \$10/M run charges, plus selects and shipping.

For further information please contact our List Management Department at:

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