

**Just Moved Renters by GrayHair Direct**



Just Moved Renters by GrayHair Direct offers movers that moved into a rental property. Generally renters are mostly single with the next largest segment being married couples with no children. These agile renters move more frequently and readily shop to adapt to their changing households.

**ID NUMBERS**

Manager ID  
 NextMark ID 483102  
 mIn ID 483102  
 SRDS ID

**MEDIA TYPE**

Consumer

**SOURCE**

Direct mail sold, Multi Sourced

**GEOGRAPHY**

USA

**OPT-IN**

**MAINTENANCE**

Market Entry 08/03/2017  
 New to Manager 08/03/2017  
 Counts Through 08/31/2017

**DATA CARD MAINTENANCE**

New To System 08/03/2017  
 "New to System" 08/04/2017  
 Announcement  
 Last Update 09/08/2017  
 Next Update 10/06/2017  
 Update Frequency MONTHLY

**SEGMENTS**

|           |   |             |
|-----------|---|-------------|
| 4,144,476 | Total Universe / Universe Rate                | \$75.00/M   |
| 263,000   | 1 Mos Movers Renters                          | \$75.00/M   |
| 643,000   | 3 Mos Movers Renters                          | + \$10.00/M |
| 219,000   | 1 Mos Movers Renters with Low Income          | + \$10.00/M |
| 393,000   | 3 Mos Movers Renters with Low Income          | + \$10.00/M |
| 46,000    | 1 Mos Renters Low Inc. with Pres. of Children | + \$15.00/M |
| 85,000    | 3 Mos Renters Low Inc. with Pres. of Children | + \$15.00/M |
|           | At Email Address                              | + \$25.00/M |

**DESCRIPTION**

**Just Moved Renters by GrayHair Direct** offers movers that moved into a rental property. The file updates weekly and is overlaid with LiftBase Enhancements providing an abundant number of selects to target your best prospects! Generally renters are mostly single with the next largest segment being married couples with no children. These agile renters move more frequently and readily shop to adapt to their changing households.

The source of this file is from [GrayHair Direct](#); a data management solutions and address management service for major firms. Marketers can select old address versus new address to reach new prospects in their marketing area that may not yet appear on traditional files. Moving requires establishing new services such as cable, phones, banking, gyms, pet groomers, schools, insurance and more. This new mover file is highly recommended file for insurance, regional non-profits, retailers, utility service providers and many more seeking to connect with new prospects in the neighborhood. Business movers are also available from GrayHair Direct.

**Special Selects Available:** Adult Age, Birth Month/Year, HH Income, Individual Income, Marital Status, Home ownership vs. Renters, Ethnicity, Donors by Category, Political Affiliation, Credit Score, Credit Card Type, Home Value, Net Worth, Education Level, Occupation, Transactional Buyer Activity from Product Categories such as Children, Home Furnishings, Gardening, Home Improvements and more! Inquire

**Demographics:** Mostly: Age 35, Income \$35K+, 46% Females, 43% Males

**Weekly hotlines and Out of State Movers available!**

**More About GrayHair** [www.GrayHairSoftware.com](http://www.GrayHairSoftware.com)

**Facebook Ad!** Available on matched New Movers by GrayHair Direct records for \$25/M plus media buy cost. Inquire for details!

**Modeling** is available. 50,000 Minimum Rental Order \$25/M Scoring Fee 4-6 Weeks for Model Build

**SELECTS**

|                      |           |
|----------------------|-----------|
| Age                  | \$10.00/M |
| Credit Score Ranking | \$15.00/M |

**AVERAGE INCOME**

|       |             |
|-------|-------------|
| Value | \$35,000.00 |
|-------|-------------|

|                            |           |
|----------------------------|-----------|
| Demographic & Lifestyle    | \$10.00/M |
| Mail Order Buyer Indicator | \$10.00/M |
| Reading Interest           | \$10.00/M |
| Ethnic/Ethnicity           | \$15.00/M |
| Spanish Speaking/ Hispanic | \$15.00/M |
| Presence of Children       | \$10.00/M |
| Household Income           | \$10.00/M |
| Adult Age                  |           |
| Birth Month/Year           |           |
| HH Income                  |           |
| Individual Income          |           |
| Marital Status             |           |
| Home ownership vs Renters  |           |
| Ethnicity                  |           |
| Donors by Category         |           |
| Political Affiliation      |           |
| Credit Score               |           |
| Credit Card Type           |           |
| Home Value                 |           |
| Net Worth                  |           |
| Education Level            |           |
| Occupation                 |           |

**MANAGER**  
**DSA Direct, LLC**

|               |     |
|---------------|-----|
| <b>GENDER</b> |     |
| Male          | 43% |
| Female        | 46% |

|                      |          |
|----------------------|----------|
| <b>MINIMUM ORDER</b> |          |
| Minimum Quantity     | 10,000   |
| Minimum Price        | \$500.00 |

|                    |     |
|--------------------|-----|
| <b>COMMISSIONS</b> |     |
| Broker             | 20% |
| Agency             | 15% |

|                              |          |
|------------------------------|----------|
| <b>NET NAME ARRANGEMENTS</b> |          |
| <b>Net Name is allowed</b>   |          |
| Floor                        | 85%      |
| Minimum Quantity             | 50,000   |
| Run Charges                  | \$8.00/M |

**EXCHANGES**  
**Exchange is not allowed**

|                         |       |
|-------------------------|-------|
| <b>REUSE</b>            |       |
| <b>Reuse is allowed</b> |       |
| Minimum Quantity        | 3,000 |
| Run Charge              |       |

|                     |            |
|---------------------|------------|
| <b>CANCELLATION</b> |            |
| Charges             | \$100.00/F |

**CANCELLATION INSTRUCTIONS**  
 Orders canceled after mail date and/or merge will be at full rental rate. Orders received & processed will incur a \$100/F cancel fee, \$15/M run charges & shipping/ material fees.

|                                |          |
|--------------------------------|----------|
| <b>KEY CODING</b>              |          |
| <b>Key Coding is available</b> |          |
| Charges                        | \$3.00/M |

|                   |           |
|-------------------|-----------|
| <b>ADDRESSING</b> |           |
| FTP               | \$75.00/F |
| EMAIL             | \$75.00/F |

**SPECIAL INSTRUCTIONS**  
 Sample Mail Piece Required for Approval.  
 Prepayment on first time orders.

| <b>CONTACTS</b>  |                 |                           |                |                |
|--|-----------------|---------------------------|----------------|----------------|
| Contact Name   | Role            | Email                     | Phone          | Fax            |
| ★ Linda Santaite<br>DSA Direct, LLC<br>431 E. Main Street, Unit #3<br>Denville, NJ 07834 | Sales Executive | lsantaite@dsagraphics.com | (973) 954-2649 | (973) 928-8791 |

★ = Primary contact