

Just Moved Renters by GrayHair Direct



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SEGMENTS

4,144,476	Total Universe / Universe Rate	\$75.00/M
263,000	1 Mos Movers Renters	\$85.00/M
643,000	3 Mos Movers Renters	\$80.00/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



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

ID NUMBERS

Manager ID	
NextMark ID	483102
mIn ID	483102
SRDS ID	

MEDIA TYPE

Consumer  

SOURCE

Direct mail sold, Multi Sourced, Compiled lists

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	08/03/2017
New to Manager	08/03/2017
Counts Through	04/30/2018

DATA CARD MAINTENANCE

New To System	08/03/2017
"New to System" Announcement	08/04/2017
Last Update	05/09/2018
Next Update	06/08/2018
Update Frequency	MONTHLY

SELECTS

Age \$10.00/M

AVERAGE INCOME

Value \$35,000.00

Credit Score Ranking	\$15.00/M
Demographic and 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,Credit Card	\$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

GENDER	
Male	43%
Female	46%

MINIMUM ORDER	
Minimum Quantity	10,000
Minimum Price	\$500.00

COMMISSIONS	
Broker	20%
Agency	15%

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

EXCHANGES
Exchange is not allowed

REUSE	
Reuse is allowed	
Minimum Quantity	3,000
Run Charge	

CANCELLATION	
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.

KEY CODING	
Key Coding is available	
Charges	\$3.00/M

ADDRESSING	
FTP	\$75.00/F
EMAIL	\$75.00/F

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

CONTACTS				
Contact Name	Role	Email	Phone	Fax
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★ = Primary contact				