

## DSA Pre-Movers



DSA Pre-Movers file is sourced from real estate listings, contracts to sell and other actions indicating the household is preparing to sell their home and move. This large comprehensive file of pre-movers updated weekly and is available at postal, email and for digital campaigns.

### SEGMENTS

2,500,000	Total Universe / Universe Rate	\$80.00/M
60,000	Weekly Hotline Pre-Movers	\$85.00/M
200,000	1 Month Pre-Movers	\$85.00/M
63,000	1 Month Pre-Movers Age 50+	+ \$8.00/M
35,000	1 Month Pre-Movers Age 65+	+ \$8.00/M
	Fundraisers Base Rate	\$75.00/M
	Digital Campaign - Inquire	\$50.00/M

### ID NUMBERS

Manager ID	
NextMark ID	530435
mIn ID	530435
SRDS ID	

### MEDIA TYPE

Consumer  

### SOURCE

Government records, Compiled lists, Direct response, Multi Sourced

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	02/05/2019
New to Manager	08/11/2010
Counts Through	01/31/2024

### DATA CARD MAINTENANCE

New To System	02/05/2019
"New to System" Announcement	02/06/2019
Last Update	02/08/2024
Next Update	03/08/2024
Update Frequency	WEEKLY

### DESCRIPTION

**DSA Pre Movers** file is sourced from real estate listings, contracts to sell and other actions taken indicating the household is preparing to sell their home and move. The file provides the speed of information with weekly hotlines selectable at stage of pre move and accuracy of data cross verified. File is available at postal, email and for digital campaigns.

**Highly suggested for home services, investment/financial and non-profits seeking donations of cars, boats, furniture, and other large items will find this audience receptive to respond.**

A large multi-sourced new mover file that is sure to provide new unique prospects to marketers. **Select Pre-Movers Sale Pending**, Home Listed for Sale, Credit Score Model, Type or Dwelling, Home Listing Price, Marital Status, Presence of Children, HH Income and more. Inquire. Attractive net terms available for large mailers.

**Demographics:** 53% Male, 47% Female, Avg Age 40, Income \$45K

**Email:** 25,000 Minimum

HTML & Plain Text Required. Creative Required for Approval. 2 Tests included. Additional Testing at \$100/F Client to supply: Seed List, Subject Line and Creative must contain clients full address information. Prepayment required on all email orders.

**Digital Campaigns:** \$50/M on matched records, \$500 minimum. Inquire!

Contact [DSA Direct](#)

### SELECTS

Age	\$8.00/M
Credit Card Type	\$8.00/M
Credit Model Score	\$15.00/M
Demographic	\$8.00/M
Gender/Sex	\$8.00/M

### AVERAGE INCOME

Value **\$45,000.00**

### MINIMUM ORDER

Minimum Quantity **7,500**  
Minimum Price **\$500.00**

Geo/Geographical **\$8.00/M**  
 Home Owner, Renter **\$8.00/M**  
 Income Select **\$8.00/M**  
 Lifestyle **\$8.00/M**  
 Marital Status **\$8.00/M**  
 Home Market Value **\$8.00/M**

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

**UNIT OF SALE**  
 Average **\$40.00**

**GENDER**  
 Male **53%**  
 Female **47%**

**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 **0**  
 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 **\$2.00/M**

**ADDRESSING**  
 FTP **\$75.00/F**  
 EMAIL **\$75.00/F**  
 RUN CHARGE **\$8.00/M**

**SPECIAL INSTRUCTIONS**  
 Sample mail piece required for list owner approval. Prepayment required on new tests and All Email Orders. Creative Required for approval

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact