

# Data By IMS

# United States Consumer Mortgage

## SUMMARY

Data By IMS has the most in-depth consumer mortgage database available, with more than 120 million consumers in over 100 million households. Our consumer mortgage database is selectable by all popular fields of information. We understand the need for freshness of data, and update our records regularly.

**Sources:**

credit bureaus, 5,000 telephone directories, deed & tax assessor data, survey responses.

**Updated:**

Monthly, Quarterly

## ADDITIONAL NOTES

**Minimum Order:**

5,000 records or \$250, whichever is greater.

**Cancellation Charges:**

\$50 flat

**Sample Mail Piece and/or Telemarketing Script May be Required.**

## DELIVERY & FORMATS

**Formats:**

Comma or Tab Delimited  
Fixed - Excel - Custom

**Delivery:**

E-Mail or FTP	\$50.00
CD-Rom or DVD Rom	\$50.00
Diskette	\$50.00
3 x 5 Cards	\$15/m
P/S Labels	\$11/m

## PRICING

<b>Universe</b>	<b>120,000,000</b>
Base Price	\$90/m
With Phones	\$25/m

## SELECTS

Homeowner	\$5/m
Mortgage Amount	\$5/m
Mortgage Date	\$5/m
Home Value	\$5/m
LTV	\$5/m
FICO (Modeled)	\$5/m
CC Debt (Modeled)	\$5/m
Lender Name	\$5/m
Mortgage Type	\$5/m
Age	\$5/m
Gender	\$5/m
Income	\$5/m
Marital Status	\$5/m

## SERVICES

DNC Scrub  
Suppressions – Merge/Purge  
Phone Appends  
Reverse Appends  
CASS Certification

QUOTES ON REQUEST

## CONTACT INFORMATION

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