

FocusOn Pre-Movers & Pending Sales

5,633,264	TOTAL UNIVERSE / BASE RATE	\$115.00/M
454,663	Monthly Hotline	+\$10.00/M
117,319	Weekly Hotline	+\$15.00/M
	Pending Sales	+\$20.00/M
	Emails	+\$20.00/M

LIST TYPE

Consumer



SELECTS

Description:

Approximately 14% of the U.S. population moves each year spending over \$100 billion on move related goods and services. The consumers on FocusOn Pre-Movers & Pending Sales have either just listed their home for sale or have their home in escrow.

Pre-Movers have just listed their home for sale with a real estate company. Most are likely to purchase a new home and move - on average - within 90 days of listing their home for sale. Pending Sales consumers' homes are already under contract to sell. The sellers have entered into escrow and are highly likely to move within 30-45 days. The list price of the home is selectable on both Pre-Movers and Pending Sales.

The sale of a home and moving to a new home is a significant lifestyle change that triggers spending. The consumers on FocusOn Pre-Movers & Pending Sales are perfect prospects for companies offering cable, satellite, alarm/security, home improvement, home/appliance warranty, flooring, painting, lighting, plumbing, repair, home furnishings, home cleaning, moving/storage, inspection, banking and landscaping.

FocusOn Pre-Movers & Pending Sales is the most comprehensive, freshest, and cleanest Pre-Mover & Pending Sales database on the market today. Our weekly file provides mailers with the advantage of being **"First to Market"** – giving mailers the benefit of staying ahead of the competition by being the first to contact targeted prospects. New movers spend as much as 8 times more within the first 6 months they are in their new home than non-movers do in the same time period. Reach these Pre-Movers before they move.

Age	\$6.00/M
Credit Card Holders	\$10.00/M
CSI (Credit Score Index)	\$15.00/M
DIY	\$7.50/M
Donors	\$7.50/M
Dwelling Type (SFDU/Condo)	\$5.00/M
Ethnicity by Type	\$10.00/M
Gender	\$6.00/M
Income	\$6.00/M
List Price of Home	\$15.00/M
Mail Order Buyers	\$7.50/M
Marital Status	\$5.00/M
Presence of Children	\$5.00/M
State, Zip, SCF	\$5.00/M

Source:

Residential Real Estate Listings

Please inquire for additional selects.

Additional Notes:

Payment: VISA and MasterCard accepted.

Pre-payment: Required for NEW clients.

Cancellation: Orders canceled after mail date requires payment in full. Orders canceled after processing or shipping, but prior to mail date, will incur a \$150 flat charge and \$10/M run charges. Canceled orders prior to processing are subject to a \$150 flat charge.



Focus USA

95 North State Route 17, Suite 109
Paramus, NJ 07652
Tel: (201) 489-2525
Fax: (201) 489-4499
E-mail: info@focus-usa.com
Web: www.focus-usa.com

MINIMUM ORDER

Postal: 10,000
Email: 20,000

DEMOGRAPHICS

45% Female
49% Male
Median Age: 51
Median Household Income: \$54,000

ADDRESSING

Email	\$50.00/F
FTP	\$50.00/F
Running Charges	\$8.00/M
ZIP+4	\$6.50/M