



Multiple Homeowners by Marigold

Marigold's Multiple Homeowners file delivers a responsive audience of consumers who own multiple properties and actively invest in real estate and home-related purchases.

SEGMENTS			ID NUMBERS
13,384,033			MANAGER
TOTAL UNIVERSE / UNIVERSE RATE			NEXTMARK ID
\$80/M			242656
3			MIN ID
			151262
			SRDS ID
			MEDIA TYPE
			Consumer
			SOURCE
			Direct response, Multi Sourced, Compiled lists
			GEOGRAPHY
			United States
			OPT-IN
			DATA CARD MAINTENANCE
			LAST UPDATE
			1st of the Month
			NEXT UPDATE
			1st of Next Month
			UPDATE FREQUENCY
			Monthly

DESCRIPTION

Marigold's Multiple Homeowners file is a targeted direct marketing audience composed of consumers who own more than one residential property, including primary residences, vacation homes, and investment properties. Built from comprehensive multi-source compiled, transactional, and behavioral data, this file identifies individuals with significant real estate holdings and a strong propensity for property-related spending. These consumers demonstrate higher-than-average income levels, ongoing investment activity, and consistent engagement with products and services such as home improvement, property management, insurance, financial planning, and luxury lifestyle offerings. Ideal for marketers in real estate, financial services, travel, home furnishings, and premium retail categories, this audience enables campaigns that drive strong engagement, increased conversion rates, and measurable results. Leverage this targeted audience of Multiple Homeowners now to drive measurable response and maximize ROI for your next campaign!

PROFILE		
SELECTS		
AGE	\$5/M	AVERAGE INCOME
DATE OF BIRTH	\$5/M	VALUE
AGE OF CHILDREN	\$5/M	
ETHNICITY	\$5/M	MINIMUM ORDER
MARITAL STATUS	\$5/M	MINIMUM QUANTITY
GENDER/SEX	\$5/M	0
INCOME SELECT	\$5/M	MINIMUM PRICE
LIFESTYLE SELECT	\$5/M	\$500
HOTLINE	\$5/M	
PHONE NUMBER	\$5/M	COMMISSIONS
GEO	\$5/M	BROKER
		20%
		AGENCY
		15%
		NET NAME ARRANGEMENTS
		NET NAME IS NOT ALLOWED
		EXCHANGES
		EXCHANGE IS NOT ALLOWED
		REUSE
		REUSE IS NOT ALLOWED
		CANCELLATION
		CHARGES
		\$0/M
		KEY CODING
		KEY CODING IS AVAILABLE
		CHARGES
		\$10/M
		ADDRESSING
		P/S LABELS
		\$20/M
		MAG TAPE
		\$50/F
		EMAIL
		\$50/F
		CHESHIRE LABELS
		\$20/M
		CD ROM
		\$50/F
		CARTRIDGE
		\$50/F
		KEY CODING
		\$10/M
		3 X 5 CARDS
		\$20/M
		FTP
		\$50/F
		SPECIAL INSTRUCTIONS

CONTACTS

CONTACT	ROLE	EMAIL	PHONE	FAX
TJ Downey * Marigold Technologies 1700 7th Ave Suite 116-130 Seattle Washington 98101	List Manager	tj@marigoldtech.com	201-803-1870	(888) 761-8817

* = PRIMARY CONTACT