



Bankruptcy

Use Bankruptcy Information to Target Specific Consumers

RealSource Inc.'s Bankruptcy database allows brokers to target consumers using recent public record data. Over one million consumers filed for bankruptcy in 2006, and a large percentage of those filers will be very responsive to credit offers upon their bankruptcy discharge. In fact, approximately 37% of bankruptcy filers will purchase a car within 30 days of discharge.

The Bankruptcy database is also ideal to use as a suppression for marketers who are looking to exclude consumers with recent bankruptcy filings. By suppressing these consumers, marketers can target the right prospects for specific offers.

The mart is updated monthly and uses public record data from court documents. This allows for marketers to use the most up to date bankruptcy data available. RealSource Inc. also appends extensive demographic and property data attributes to the file, which makes the Bankruptcy database extremely versatile.

Derogatory Selects

Chapter 7 & 13 filings, Discharge Date, State Filed

Individual Demographics

Gender, Age, Marital Status, Ethnicity

Household Demographics

Income, Presence of Children, Length of Residence

Features of Bankruptcy Mart:

Find consumers with recent discharges for credit offers

Target repeat filers for inclusion or suppression

Premium phone numbers available

Enhanced with demographic and property attributes

Total Population

Over 15 million consumers and 12 million households represented

Bankruptcy Pricing

Please contact RealSource sales for pricing and counts.

Cancellation Policy:

No job can be cancelled once order is placed and data is finalized.

Compliance

As part of our commitment to making sure that all end users of data are compliant with FTC Standards, a SAN Number is required if phone numbers are requested.

Suppressions

<i>Internal – previous orders for up to 6 months:</i>	<i>Included</i>
<i>External – Client provided:</i>	<i>\$1.25/M (\$75/File Minimum)</i>

Data Usage

One-time Usage as quoted.

20% Commission to recognized broker.

Contact:

RealSource, Inc. Sales

Tel: 877-822-6754 Fax: 630-208-1851

sales@realsourcedata.com