Homeowner Data

Find your Ideal Homeowners

RealSource Inc.'s Homeowner Data allows marketers to target consumers using property, public record and tax data. Homeowner Data provides property and demographic information on 120 million homeowners and 68 million households nationwide. This valuable multi-sourced data provides unlimited opportunities to specialize direct marketing offers to reach the homeowners that will be best suited to your product.

RealSource Inc. enhances the data to allow you to make high-level risk selection - without the restrictions of using credit data using our Risk Propensity Indicator (RPI). The use of summarized consumer credit data as part of RPI removes the burden of making a pre-approved offer of credit while still retaining the accuracy of the data for list selection and high-level risk management.

Individual Demographics
Gender, Age, Marital Status, Ethnicity

Loan Information
First and Second Mortgage Amounts, Loan Dates, Loan Types, Market Value, LTV

Household Demographics
Income, Presence of Children

Risk Propensity Indicator (RPI)
RPI allows you to identify homeowners that are more likely to fit credit risk categories

Features of Homeowner Data:

Multi-sourced data provides lift to quality and depth of attributes
Target original, home equity or current loan information
Coverage for sparse or missing home value data utilizing home valuation models
Premium phone numbers are available

Total Population
Over 120 million consumers representing 68 million households

Source
Homeowner Data uses data from multiple public record and proprietary model sources

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.

Pricing
Please contact RealSource, Inc. Sales for pricing and counts.

Data Usage
One-time Usage as quoted.

20% Commission to recognized brokers.

Contact:
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