Hispanic & Latino Senior Homeowners

visit us online at amerilist.com

Total Universe: **31,85,552**

Base Rate: **$65.00/M**

Description Summary

If your business is targeting homeowners who are Hispanic or Latino, this database could be just what youâ€™re looking for. For more than 20 years, Senior Source List has specialized in direct mail, telemarketing, and email lists geared toward Baby Boomers, active adults and seniors. Our data has helped thousands of companies reach the prospects they needed to improve their bottom line. The Senior Source Hispanic & Latino Senior Homeowner mailing list is unique because it consists of over 2 million bona-fide households over 50, whose assets, income and willingness to spend make them excellent prospects for a host of offers.

How Our Data is Compiled

Our Hispanic & Latino Senior Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. The list is also CASS certified to ensure further accuracy.

Consider the Facts

- Approximately 45.4% of Hispanic and Latino seniors are homeowners, compared to 55% who rent
- In 2016, Hispanics and Latinos of any age accounted for 75% of the net growth in overall U.S. homeownership

Recommended Usage

This mailing list could be useful for a variety of offers, such as travel offers, real estate, retail, healthcare, home improvement, contracting, financial, technology, automobile, and more.

Sample Mail Piece Required

Inquire

Market Type
U.S. Consumer

List Channels
Postal, Email, Telephone

Source
Proprietary,Survey/Self-Reported,Public Records & Direct Response

Output Options
Electronic, Printed

Update Cycle
Monthly

Minimum Order
Quantity: 5,000
Price: $500.00

Net Name
Floor: 85%
Minimum Quantity: 25,000
Run Charge: $10.00/M

Exchanges
Please Inquire

Reuse
Yes

Cancellation Charges
Yes, all orders canceld after shipping will incur a fee.

Commission
A standard 20% broker/agency commission is extended to all qualified trade partners.

Popular Selections (for additional selections please inquire)

Age	Geography	Dwelling Type
Gender	Income	Marital Status
Ethnicity	Net Worth	Presence of Children

For additional information or list counts, contact your representative or list manager at 1.800.457.2899

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