La Casa Mia Hispanic Homeowners Mailing List

AmeriList™ Direct Marketing Solutions
visit us online at amerilist.com

Total Universe: **1,01,85,552**

Base Rate: **$65.00/M**

Description Summary

Hispanic consumers are actively seeking homeownership. Studies show that homeownership within the Hispanic community is on the rise. Reaching these Hispanic and Latino homeowners in the United States is easy with our accurate, updated mailing and telemarking list. Marketers are realizing the buying power that this group has and if you are not actively in touch with them and are speaking to their needs you are missing out. The Latino and Hispanic population has almost tripled in size since the 1990's and is growing at an unprecedented rate. Hispanic homeowners is a minority group with a lot of influence and buying power.

How Our Data is Compiled

Our Hispanic homeownerâ€™s mailing list is compiled from several sources including real estate deed and title registers, tax records, online and offline surveys, US Census Data, Voter Registration, Product & Warranty Information, Credit Card Transactions, Mail Order Purchases and Magazine Subscriptions. This database is updated monthly to ensure quality and accuracy. This database is also processed against the USPSÂ® National Change of Address (NCOA) system, in addition to Zip+4 coding and CASS Certification. Our Consumer Data is more than 95% deliverableâ€¦ guaranteed!

Consider the Facts

- 79% of Hispanics say they are better off owning rather than renting
- 87% say they prefer owning a home as a good place to raise children
- 82% say itâ€™s the best way to build wealth
- 77% say itâ€™s the best investment plan

Recommended Usage

Our Hispanic & Latino Homeowners mailing list is an ideal source for marketers who are offering credit card, travel, retail, educational services, political, food, cell phone offers, car dealers, real estate agents, politicians, health services, wellness services, nutritional supplements, senior services, childcare services, sporting apparel, sporting equipment and more! The affluent and proud Hispanic homeowners are very passionate about the brands they support.

Sample Mail Piece Required

Inquire

Market Type
Consumers

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	Religion	Purchasing Power	Donor
HH Income	Lifestyle	Credit	Home Owner
Martial Status	Presence of Children	Education	Dwelling Type
Net Worth	Gender	Occupation	

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

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