

The Retirement Compass File

Total Universe: **15,35,100**

Base Rate: **\$85.00/M**

Description Summary

The Retirement Compass File™ is a highly responsive marketing database featuring seniors who are actively exploring their retirement living options. These individuals have shown clear interest in transitioning into the next phase of life, whether that means relocating to a retirement community, downsizing to a more manageable home, or researching independent and assisted living facilities. With accurate postal, phone, and email data available, along with rich demographic and lifestyle selects, this audience offers strong opportunity for engagement and conversion. The Retirement Compass File™ connects you with seniors who aren't just dreaming about retirement, they're actively navigating it.

How Our Data is Compiled

Our data is compiled from a combination of proven and reliable sources. These sources include lifestyle and housing surveys, senior-focused publications, retirement planning resources, purchase activity, and inquiries related to assisted living and home healthcare services. Records are routinely updated and maintained using advanced data hygiene practices, including NCOA (National Change of Address) and CASS certification, to ensure maximum deliverability and accuracy. With a 95% accuracy guarantee, this database offers marketers a trusted and campaign-ready tool for reaching older adults exploring care.

Consider the Facts

- ✓ Over 60% of retirees say maintaining independence is their top priority when considering retirement housing options.
- ✓ About 70% of people over age 65 will need some form of long-term care services or support during their lifetime.

Recommended Usage

This curated database is ideal for promoting services such as retirement communities, assisted living, home healthcare, medical alert systems, and eldercare financial planning to seniors who are exploring lifestyle and care options for their next stage of life. It's also highly effective for marketing legal services, mobility products, wellness programs, and caregiver support resources to a mature audience interested in comfort, independence, and peace of mind in retirement.

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 canceled 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	Email	Net Worth	Religious Affiliation
Gender	Home Market Value	Cell Phone	Lifestyle Interests
Geography	Income	Language Spoken	Martial Status

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