

Prime-Age Homeowners Mailing List



Total Universe: 12,488,681

Base Rate: \$85.00/M

Description Summary

Tap into the buying power of Prime-Age Homeowners, a valuable segment of U.S. adults aged 30 to 55 who are in their peak earning years and own residential properties across urban, suburban, and rural markets. These active decision-makers drive major household purchases, home improvements, financial planning, and family lifestyle investments. Many are dual-income households with children or dependents, making them an ideal target for marketers across diverse industries. With stable incomes, growing home equity, and a strong interest in products and services that enhance their lifestyles, Prime-Age Homeowners are highly engaged and responsive to direct mail, email, and telemarketing campaigns. This segment represents a high-impact audience of savvy consumers who are essential for any campaign aimed at active families and upwardly mobile professionals.

How Our Data Is Compiled

This list is carefully constructed from multiple verified sources, including public records such as deed and mortgage data, combined with self-reported survey responses to capture up-to-date consumer preferences. Modeled income and property value insights are integrated to provide a comprehensive view of financial capacity and home equity. Additionally, lifestyle data enriches the profile with behavioral and demographic attributes. To ensure maximum deliverability and accuracy, all records undergo rigorous cleansing and validation processes using USPS National Change of Address (NCOA) updates, Coding Accuracy Support System (CASS) certification, and advanced email hygiene tools.

Consider The Facts

- 78% of U.S. homeowners between ages 30–55 are actively investing in home improvements

Recommended Usage

Perfect for home services, remodeling, solar energy, smart home technology, insurance products, financial services, automotive offers, subscription services, education programs, and family-focused promotions. Whether promoting home renovations, investment opportunities, family health and wellness, or premium consumer goods, this segment responds well to multi-channel outreach including direct mail, email, and telemarketing campaigns.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
Email

Buying Habits
Income
Net Worth
Cell Phone

Language Spoken
Religious Affiliation
Lifestyle Interests
Home Market Value

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Online & Offline Self-Reported Survey Data, Subscribers, Purchase Activity

Update Cycle

Monthly

Minimum Order

Quantity: 5,000

Price: \$425.00

Net Name

Floor: 85%

Minimum Quantity: 25,000

Run Charges: \$10.00 / M

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation Charges

Please Inquire

Sample Mail Piece Required

Yes

Commission

Standard 20% broker/agency commission is extended to all trade partners.

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

Sales Leads - Mailing Lists - Email Marketing - Telemarketing - Graphic Design - Web Design - Lettershop - Printing - Consulting

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