

First-Time Home Buyers

Reach 40 million first-time home buyer prospects nationwide.

Updated monthly, this file includes approximately 40 million consumers without mortgage trades, giving you access to one of the largest databases of first-time home buyer prospects available.

Increase your first-time buyer universe by up to 42%.

Tranzact Information Services offers you access to credit data from multiple credit bureaus, allowing you to identify incremental customer acquisition opportunities by expanding the universe of available qualified prospects by up to 42%.

Leverage hundreds of attributes to identify your target prospect.

Our first-time home buyer database features hundreds of attributes, allowing you to pinpoint highly targeted prospects with remarkable accuracy. A list of our most popular selection criterion is listed at the right. Our seasoned team of database marketing experts will help you leverage the best combination of attributes for your specific product(s).

Run real-time counts and extract files in minutes.

Enjoy 24/7 access to Intelidata Express, our best-in-class online count and fulfillment application. This feature-rich, intuitive technology allows you to:

- Execute, save and manage searches
- View order history
- Upload and manage suppression files
- Append selected data to your existing customer and/or prospect files
- Review segmentation reports, and more!

***Note:** Credit bureau membership and compliance agreements meeting FCRA guidelines are required. Mail pieces and/or telemarketing scripts must be FCRA compliant.*

AVAILABLE ATTRIBUTES:

- **STANDARD ATTRIBUTES:**

- Name
- Address
- Phone Number (by request)

- **CREDIT ATTRIBUTES:**

- Scores
- Revolving/Installment Debt

- **TRADE ATTRIBUTES:**

- Revolving Trades
- Bankcard Trades
- Retail Trades
- Derogatory Status

- **DEMOGRAPHIC ATTRIBUTES:**

- Age
- Estimated Income
- Length of Residence
- Presence of Children

Contact your Tranzact IS sales representative for more information:

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