



*There's a better way to send your message.....*

## *List Choices Debt Settlement Industry*

*Perhaps the most important factor in the success of your direct mail program is sending your message to the correct audience. We will work with you to develop a highly targeted list of potential customers, who need your services or product.*

### **EQUIFAX DEBT SETTLEMENT LIST CHOISES:**

*The following filters are the most popular for the debt settlement industry...*

- Beacon Scored Ranges, Example 530 to 630 Sub Prime Consumer
- Revolving & Installment Debt Ranges (\$-0- to \$99,000 +)
- Bankruptcy Information Filing, Dismissal & Discharges.
- Second Mortgage Finance Loans (1 to 5+)
- Mortgage Past Due History (30, 60,90, 120 days)
- Mortgage Current Past Due (30, 60,90, 120 days)
- Major Derogatory filters (-0- to 5 +)
- Minor Derogatory filters (-0- to 5 +)
- Home Equity LTV % 's
- Mortgage Payment Range
- Mortgage Balance & Type of Mortgage VA, FHA & Conventional
- Mortgage Trade Lines (1 to 5+)

### **CONSUMER DATA: Public Records & Modeled Data**

1. **Economic Stability Indicator:** See separate data sheet for detailed information.
2. **Foreclosure Notice List:** These are consumers that have been notified that their lender has filed for foreclosure notice with the courts.
3. **Bankruptcy Public Records:**
  - Chapter 7 & 13 Filings sorted by filing dates.
  - Chapter 7 & 13 Discharge sorted by discharged dates.
  - Chapter 7& 13 Dismissals sorted by dismissal dates.

*We are on line with most of our list providers and can pull counts in real time while you're on the phone with one of our marketing representatives.*

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