

# La Casa Mia Hispanic Homeowners

**Total Universe: 3,203,301**

**Base Rate: \$85.00/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 telemarketing list. Marketers are realizing the buying power that this group has and if you are not actively in touch with them and are catering 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 homeowner'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 USPS® National Change of Address (NCOA) system, in addition to Zip+4 coding and CASS Certification. Our Consumer Data is more than 95% deliverable... guaranteed!

## 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

## 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 it's the best way to build wealth
- 77% say it's the best investment plan

## Popular Selections (for additional selections please inquire)

Age  
HH Income  
Marital Status  
Net Worth  
Religion

Lifestyle  
Presence of Children  
Gender  
Purchasing Power  
Credit

Education  
Occupation  
Donor  
Home Owner  
Dwelling Type

## Market Type

U.S. Consumers/Individuals

## List Channels

Postal, Telemarketing, Email

## Source

Compiled, Direct Response

## Geography

Domestic U.S.

## Output Options

Electronic, Printed

## Update Cycle

Monthly

## Minimum Order

Minimum: 5,000 names

## Net Name

Inquire

## Exchanges

Inquire

## Reuse

Inquire

## Cancellation

Inquire

## Sample Mail Piece Required

Yes

## Commission

20% commission will be paid to registered agencies and brokers. Volume discounts are available.

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