

New And Previously Recorded Homeowners

This information provides an incredible resource to a variety of businesses interested in reaching new homeowners.

New Homeowners represent a great opportunity. Often unfamiliar with new neighborhoods, those who have recently purchased a home need to find local merchants and service providers soon after they move in. Since homeowners in general have above-average incomes, established credit and specific purchasing needs, they are lucrative audiences for both direct mail and telephone promotions.

The following are some examples of why the new homeowners make such good prospects:

- New Homeowners spend more money during the first six months in their new home than the average family spends in 5 years.
- New Homeowners have greater purchasing power and need a greater variety of products and services than the average family.
- New Homeowners establish new buying patterns within the first three months of moving.
- New Homeowners seek doctors and other professionals soon after they move.
- New Homeowners are extremely creditworthy. Remember, they have just passed the most difficult credit check of their lives. . . obtaining a mortgage.
- New Homeowners are responsive to an offer of your services and/or products, whether it be by mail, telephone or in person.

New Homeowner Profile:

- Affluent - Average annual household income of \$59,000; 10% earn over \$100,000
- Educated - 60.1% of male heads of household and 51.7% of females have at least a college degree
- Professional - 73.6% of male head of household and 49.3% of females described their employment category as executive, manager, professional, sales, or business owner
- Marital Status - 77.2% are currently married
- Children - 58.2% of married couples have an average of 2 children living in their household
- Average Age - Male, 38.1; Female, 37
- First Time Buyers - 35.8% of the new homeowners are first time buyers.
- Length of Residence in previous home - 6.6 years for those who owned their home and 4.1 years for those who rented.
- Distance Moved - 25.5% moved from another state
- Pets - 56.7% own at least one pet
- Automobiles - 63.6% own 2 vehicles; 13% own 3 or more
- Travel - 91.8% travel an average of 5.2 times during the past year
- Mail Order Purchases - 82.7% had purchased by mail order at least one time during the past year; 51.3% ordered three times or more in the past year
- Newspaper - 68.3% reads a newspaper on a daily basis

We offer current information as well as archived data that can be useful to target for direct mail purposes.

- We offer this information with and without phone numbers.
- We can provide this information in multiple formats.
- The real difference between other companies and Record Information Services is that our pricing is flat fee rather than per record. This system offers the best value for your money.
- Cook County Illinois is the second largest county in the country. We geocode all of our data to ferr the ability to search by census tract. Cook County can also be searched by top 77 communities or by neighborhood. It offers the ability to pinpoint exactly the geographic area that you desire.

Record Information Services compiles information on a daily basis and offers new lists on a weekly basis. By compiling our data daily, our currency is second to none. Daily files are available on a custom basis. Please contact your sales representative for more details.

We compile these Illinois New Homeowners for the following counties:

- Boone County Illinois New Homeowners
- Champaign County Illinois New Homeowners
- Cook County Illinois New Homeowners
- DeKalb County Illinois New Homeowners
- Dupage County Illinois New Homeowners
- Kane County Illinois New Homeowners
- Kendall County Illinois New Homeowners
- Lake County Illinois New Homeowners
- Madison County Illinois New Homeowners
- McHenry County Illinois New Homeowners
- Peoria County Illinois New Homeowners
- Rock Island County Illinois New Homeowners
- St. Clair County New Homeowners
- Tazewell County Illinois New Homeowners
- Will County Illinois New Homeowners
- Winnebago County Illinois New Homeowners

Please view our public record sample pages as well as our product-pricing menu for all options. If you have a request, that you do not see as an option, please feel free to call us at (630) 557-1000.

Sample Record

Reaching out to new homeowners represents a great opportunity to grow your business. Often, unfamiliar with new neighborhoods, those who have recently purchased a home need to find local merchants and service providers soon after they move in. Since homeowners in general have above-average incomes, established credit, and specific purchasing needs, they are lucrative audiences for both direct mail and telephone promotions. Since we compile our own data, which is updated on a daily basis, our currency is second to none.

We research and compile all New Homeowners from Cook, DeKalb, DuPage, Kane, Kendall, Lake, McHenry and Will Counties in Illinois. Coming soon DeKalb County.

New Homes Sample Record		Data Entered: 06/24/07
Date of Record: 06/02/2004	Document Number: 1040	
Street Number #1: 1296	Street Name #1: Prairie Ave	
Apartment Unit #1: C	PO Box Number #1: PO Box Number #1	
City #1: Glendale Heights	State #1: IL	
Zip Code #1: 60139	Parcel Number: 001001	
LastName #1: Barton	FirstName #1: Jospheh	
LastName #2: Barton	FirstName #2: Ruth	
Purchase Price: 135400	Seller Last Name: Smith	
Seller First Name: Sean	Site Size: 4.2	
Property Type: Home	DeedDate: 06/24/2004	
TaxBillAddress: P.O. Box 5036	TaxBillCity: Woodridge	
TaxBillState: IL	TaxBillZip: 60517	
Sub-Division: River Forest	Telephone: 234-555-2344	
Race: Other	Byr ID Code: 001001	
LTV: LTV	Down Payment: 1354	
Percent Down: 10	Do Not Call: Y	
DNC Date: 05/25/2004	Census_Tract:	
Census_Block:	X: 42.5	
Y: 12.7	New Construction: Yes	

Record Information Services provides data with or without phone numbers, on a flat fee charge basis. Available formats include hard copy or by e-mail. Please call us at (630) 557-1000 or e-mail for diskette details at: info@public-record.com.

* Maximum downloads are intended to serve as a guideline for our customers. Customers' specific search criteria determines the total numbers of records found. Because there are many circumstances beyond our control, these factors could diminish the number of records achieved per subscription. We do not price the subscription based on the number of documents you downloaded.

Record Information Services, Inc. offers short and long term subscription options to its customers. Record Information Services, Inc., does not offer refunds or exchanges after purchases or subscriptions are processed.

12 Week Trial	*Maximum Downloads		52 Weeks	*Maximum Downloads	
{ All Counties }					
\$4,750.00	208,000 Rec's	Add to Cart	\$13,092.00	Unlimited	Add to Cart
Boone, IL					
\$300.00	15,000 Rec's	Add to Cart	\$828.00	Unlimited	Add to Cart
Champaign, IL					
\$300.00	5,000 Rec's	Add to Cart	\$828.00	Unlimited	Add to Cart
Cook, IL					
\$550.00	18,000 Rec's	Add to Cart	\$1,500.00	Unlimited	Add to Cart
DeKalb, IL					
\$300.00	15,000 Rec's	Add to Cart	\$828.00	Unlimited	Add to Cart
Dupage, IL					
\$300.00	15,000 Rec's	Add to Cart	\$828.00	Unlimited	Add to Cart
Kane, IL					
\$300.00	15,000 Rec's	Add to Cart	\$828.00	Unlimited	Add to Cart
Kendall, IL					
\$300.00	15,000 Rec's	Add to Cart	\$828.00	Unlimited	Add to Cart
Lake, IL					
\$300.00	15,000 Rec's	Add to Cart	\$828.00	Unlimited	Add to Cart
Madison, IL					
\$300.00	15,000 Rec's	Add to Cart	\$828.00	Unlimited	Add to Cart
McHenry, IL					
\$300.00	15,000 Rec's	Add to Cart	\$828.00	Unlimited	Add to Cart
Peoria, IL					
\$300.00	15,000 Rec's	Add to Cart	\$828.00	Unlimited	Add to Cart
Rock Island, IL					
\$300.00	15,000 Rec's	Add to Cart	\$828.00	Unlimited	Add to Cart
St.Clair, IL					
\$300.00	5,000 Rec's	Add to Cart	\$828.00	Unlimited	Add to Cart
Tazewell, IL					
\$300.00	15,000 Rec's	Add to Cart	\$828.00	Unlimited	Add to Cart

Will, IL

\$300.00	15,000 Rec's	Add to Cart	\$828.00	Unlimited	Add to Cart
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Winnebago, IL

\$300.00	15,000 Rec's	Add to Cart	\$828.00	Unlimited	Add to Cart
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Testimonials

"Record Information Services New Homeowner data, what a great service! This information has proven to be a valuable asset to our practice!

Dr. Harry F Krauspe DDS

Elburn, Illinois

"The new homeowner database has been an integral part of our marketing program for nearly six years. With online access to the records we need, we can process the new information at our convenience. Our relationship with Record Information Services, Inc has been excellent. We have and will continue to recommend their services.

Ted Wollnik-President

Wollnik and Company, Accounting and Financial Services
St. Charles, Illinois

"By using public-record.com over the web our company gets the most up to date information available without having to go to each county recorders office"

Chireen De King

Fox Metro Water Reclamation District
Oswego, Illinois

"We have used this database for many years and always have a great response! Their web site is amazing. We know that the response rate is excellent because their data is co current!"

Debbie Billeter

Billeter & Billeter CPA
St. Charles, Illinois.

"Information is easily downloaded and the people at RIS are very helpful and friendly. I have utilized there services for 3 years to help me build my tax practice"

Chris Rudolph-President

Rudolph Tax Service
Mndelein, Illinois.

"Record Information Services is a great resource for research and in identifying potential new customers in our market area. The web site is easy to use and Jeff Metcalf and staff have excellent customer support and service"

Karen Everhard-Marketing

Old Second Bancorp
Aurora, Illinois.
