

## Leads FAQs

### How accurate is your data?

We update our file with brand new businesses every single week. We update our files with any changes and remove businesses that are no longer open once a month. In one year, the entire database changes dramatically. This data changes by 60% during a one year span.

It takes time and research to closely check and modify every SINGLE record. We have several methods to contact every business to authenticate the information. With our proven methods, we are able to provide our clients with the highest quality and most accurate data available.

### Where does your data come from?

#### Our Business Data:

- We divide and catalogue 5,200 phone books, annual reports and various business directories to find information on practically every business in the country.
- Next, we hand-key each record and call every business to make sure you have the most reliable information available.
- Public record data from county courthouse filings, SEC and 10K filings, and Secretary of State data are then entered.
- Every week 50,000 new businesses are added from sources such as new business registrations and utility hookups so you can be the first to reach a hot new prospect.
- Every month, we match and clean the data with the USPS National Change of Address (NCOA), ZIP+4 and Delivery Sequence Files to standardize and keep the addresses accurate.

#### Our Consumer Data:

- We split apart and catalogue 4,300 telephone directories.
- Data specialists examine each listing and enhance it with buying habit and lifestyle information from real estate transactions, product registrations, magazine subscriptions, and survey responses.
- Every week we release 300,000 new movers.
- Every month we match and clean the data with the USPS National Change of Address (NCOA), ZIP+4 and Delivery Sequence Files to standardize and keep the addresses accurate.

### What kinds of leads do you have?

#### U.S. Businesses Database

We provide the nation's most precise business information nationwide is provided within this database.

#### Choose by:

- Type of Business / Major Industry Group
- Geography
- Radius around an Address
- Keyword or SIC Code
- Sales Volume
- Number of Employees
- Job Titles

- Credit Rating
- Headquarters or Subsidiaries
- Years in Business
- Franchise Information
- And more

#### Brand New Businesses - Updated Weekly

This database contains businesses that have just opened. New business listings are added every 7 days for the newest data available. Consider this database if you sell accounting and payroll products, graphic design and printing, insurance, bottled water and beverages, office equipment and furniture, alarm systems, cleaning services, signs, computers, telephone systems, credit card processing services, or temporary help.

Choose by:

- Type of Business / Major Industry Group
- Keyword or SIC Code
- Geography
- Radius around an Address
- Length of time they've been in business
- Business Filing Types (DBA's, Corporations, Trade Licenses)
- Home or Commercial Location
- Only Assigned Phone Numbers
- And more

#### Executives and Professionals

In this database, you'll find Presidents, CEOs, CFOs, Attorneys, Engineers and much more. Now you can talk to the decision makers, the first time you call. And if you sell to consumers, these are your high-income prospects - they have the power to spend money!

Choose by:

- Owner
- President
- CEO, COO, CFO
- Marketing Executive
- Human Resources Executive
- Sales Executive
- Purchasing Agent
- Accountant
- Attorney
- Engineer
- Dentist
- Physician and Surgeon
- And more

#### Manufacturers

This database is ideal for locating manufacturers with the best buying potential. You have instant access to practically any manufacturer in the nation! Not to mention, the business profiles and credit rating scores will help you make better key decisions.

Choose by:

- Major Industry Group
- Business Size
- Geography
- Location Type
- Title
- Years in Business
- And more

### Big Businesses

This is a great place to start when you are attempting to land huge accounts. These firms are the biggest in the nation and have authority over 80% of all corporate purchasing power. If you sell business insurance, investments, executive recruitment, computers and software, marketing and advertising, conference services, corporate training, travel and similar things, this is the right database for you. This database contains over 500,000 names of vital executives so you can promptly connect with a decision maker.

Choose by:

- Fortune 1000 Companies
- Public or Private
- Name of Stock Exchange
- Sales Volume
- Number of Employees
- Years in Business
- Type of Business (SIC Codes)
- Franchise and Industry Specific Selections
- Geography
- And more

### Small Businesses

With few management levels, these firms make decisions faster. This rapidly-growing segment represents massive wealth and buying power. If you sell computers and software, accounting and payroll services, banking services, printing, legal services, group health insurance, signs, or cleaning services, this database would supply fine prospects.

Choose by:

- Line of Business
- Sales Volume
- Number of Employees
- Credit Rating
- Geography
- And more

## U.S. Consumers

There are more than 95% of U.S. households in this database. This wide-ranging database is updated every 30 days and provides demographic and standard of living information. You can pick precise geographic locations. This database is super for creating lucrative direct mail programs or generating stronger more successful prospect files.

Choose by:

- Income Range
- Estimated Home Value
- Age
- Gender
- Years at Residence
- Ethnicity
- Geography
- And more

## Homeowners

Homeowners represent nearly 80% of the nation's prosperity and have a desirable stability and spending power. This database offers fine prospects if you sell insurance, furniture, home improvement, mortgages, lawn care and home security.

Choose by:

- Estimated Home Value
- Years at Residence
- Year Home was Built
- Mortgage Information
- Geography
- And more

## New Movers - Updated Weekly

This database offers 40,000 new movers on a daily basis, 300,000 weekly, and 1.2 million monthly. Even though almost all companies can benefit from finding a hot new prospect first, this database is ideal for churches, grocery stores, insurance agents, dentists, dry cleaners, daycare centers and restaurants and gas stations.

Choose by:

- Age
- Estimated Income
- Gender
- Housing Type
- Geography
- And more

### New Homeowners - Updated Weekly

This database provides contact information on 70,000 new homeowners every week, and 300,000 monthly. New homeowners are enthusiastic and set to buy products and services for their new home, such as furniture, home décor, and landscaping. They are also in need of locating doctors, hair stylists, health clubs and much more.

Choose by:

- Home Value
- Mortgage Details and Date
- Estimated Income
- Distance, Zip or any Geography
- Ethnicity
- And more

### Bankruptcy Filers - Updated Weekly

Over 90,000 business and consumer bankruptcy records are updated every month database. Reestablishing themselves and creating new relationships is a priority for those who just went through bankruptcy. These can comprise of electronics, secured credit cards, personal loans, mortgage and refinancing services, furniture, cars, trucks and SUVs, jewelry, appliances, apartments and more.

Choose by:

- Public Filing Type and Status
- Filing and Closing Date
- Discharge or Dismissal Date
- Homeowner/Renter
- Estimated Income
- Geography
- And more

### Consumers by Ethnicity

Roughly 90 Million U.S. Households are associated with a particular ethnicity. Scores of these groups preserve a strong ethnic identity and may be ideal for your particular products and services.

Choose by:

- Ethnicity
- Gender
- Age
- Estimated Home Value
- Years at Residence
- Income Range
- Geography
- And more

What do the credit rating codes mean?

Absolute Customer Solutions has created a sophisticated computer process to disperse credit ratings to the firms in our business database. Our process takes into account information such as: number of employees, years in business, industry stability, census data and other factors to arrive at credit ratings that are realistic, statistically sensible indicators of likelihood to pay.

How does the National Do Not Call (DNC) Registry work?

If you telemarket to consumers at home to sell products or services, the Federal Trade Commission (FTC) requires that you eliminate phone numbers of those registered on Do Not Call lists. We scrub out phone numbers against the registry every single week. In accordance to FCC regulations, you must inspect the DNC list every 31 days for new additions. If you call someone on the DNC list, that person has the right to file a grievance with the FTC and you could face being fined.

Calls made on behalf of non-profit organizations and politicians are exempt from Do Not Call regulations. Calls made to businesses are also exempt from these regulations.

We can remove consumers registered as "Do Not Call" from your lists, once you have a Subscription Account Number (SAN).

What is a Subscription Account Number (SAN)?

A Subscription Account Number (SAN) identifies that an organization has registered with the government for updates to the National Do Not Call Registry. A SAN is assigned to your organization after the registration is complete and payment (if required) is received. At the end of the annual subscription period, the SAN expires and you must re-register with the government.

How do I get a SAN number?

To register for a SAN number, go to the National Do Not Call Registry website – <http://telemarketing.donotcall.gov>