



MAIL & TELEPHONE  
LIST SPECIALISTS  
SINCE 1981



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# INTEGRATED SYSTEMS



Outdated shotgun approaches of finding new customers waste valuable time and money. Successful salespeople are using database information as part of their sales and marketing campaigns to identify potential customers. Prospects are then contacted by telephone, mail or in person, which is referred to as Direct Marketing. This technique is based on one simple principle — tailor the message and program to the intended audience. **Integrated Systems** provides accurate, targeted prospect lists. In doing so, *we reduce selling costs, improve marketing efficiency and increase productivity.*

t a r g e t i n g

## • TYPES OF LISTS AVAILABLE •

- Business Owners
- Executives
- Professionals
- Consumers
- Investors
- Home Owners
- Recruiting
- And Many, Many, More...

In defining your clientele, every salesperson and marketer knows the basic “profile” of their customers. Our sales representatives are trained to help you identify the *targeted audience* you want to reach based on our unique profiling formulas.

**Integrated Systems** understands the advantages of purchasing a customized list. The first step in acquiring new customers is knowing who to contact — this is where your quality lead list comes into play. No matter how great your product and message, if you are offering it to the wrong person you will not make the sale. Obtaining the “*right*” list is the key to your success. You will generate more activity, open more accounts and in the end write more business. *Why sell lawn care to someone who lives in an apartment?*

P R O S P E C T I N G

# WORKS FOR YOU

Our information is gathered from a wide variety of different sources across the country including, but not limited to, U.S. Census, DMV data, Credit Reporting Agencies, SEC information, 10 K's, Annual Reports, Postal Service Information, Federal and State Municipal Government Data, and Directories (yellow pages). Many of these databases are continually updated and verified to provide the most accurate information available.

## • POSSIBLE LIST CONTENTS •

Contact Name	Number of Employees
Date of Birth	Sales Volume
Mortgage Amount	Business Phone
Home Phone	Fax Number
Home Address	Years Established
Company Name	Credit Rating
Carrier Route Code	Name & Gender of Key Executives
Type of Business (SIC Code)	And Many, Many, More...

**Integrated Systems** prides itself on delivering a quality product. We *guarantee* the majority of our databases to include a 93% accuracy rate.

**Integrated Systems** suppresses names in certain areas, which will maximize your exposure to potential clientele. We understand the key to a successful relationship is communication, accuracy, superior customer service and supplying our customers with their product in a timely fashion. This is why 75% of our clients are repeat customers. *Why speculate on your future?* **Integrated Systems** will help you take your business to the next level, **a step above the rest.**

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# A C C U R A C Y



## CONSUMER/HOMEOWNER FILE

The **Integrated Systems** consumer file contains information on more than 95 million households across the United States. The foundation of this file is composed of data from more than 4,500 telephone directories, yielding close to 75 million telephone numbers. Data from a motor vehicle file is then merged, resulting in unparalleled information on length of residence and auto ownership.

Courthouse data is used to provide valuable information on home ownership and length of residency. National survey information is gathered from more than 30 million households supplying lifestyle, lifestage and buying preferences. Additional data is overlaid onto the file from:

- Birth Records, Voter Registrations, Direct Mail Responders
- Magazine, Book & Merchandise Buyers

Finally, the most recent census data on education, age, housing, income, occupation and ethnic origin is incorporated into the file. After a lengthy update and verification process, you receive a precisely tailored, accurate household list.

### **Search Data Includes:**

Age Indicators	Purchase Price of Home	Teachers
Income Indicators	Mortgage Amount	Casino Gamblers
Telephone Numbers	Date of Record	Pilots
Purchasing Power	Lender	Yacht Owners
Type of Dwelling	Rate Type	Doctors at Home
Length of Residence	Loan Type	Ailments
Automobile Information	Credit Cards	Charitable Donors
Presence of Children	Trade Lines	Political Preference
Families with Newborns	Nurses	

**And Many, Many, More...**

## FINANCE/MORTGAGE DATABASES

### HOME EQUITY DEBT CONSOLIDATION PROSPECTS

*This file targets the home owner and is overlaid with length of residency, age, income, major credit cards, trade lines, loans and other enhancements.*

Home owners with high interest rates — i.e. loans with finance companies

Home owners for straight refinancing, FHA Title One or 125% LTV Programs

Seller carryback and non-seller carryback mortgage prospects

Home owners with adjustable, FHA or VA mortgages

Credit card prospects (*secured and unsecured*)

Problem credit (bankruptcies, judgements, tax liens)

**Whatever your target market might be, Integrated Systems will help to make the most of your direct marketing budget by providing you with the most accurate, updated list available.**

**Contact your *Integrated Systems* account representative at 800-939-5323 to place an order.**

## ***INVESTOR PROFILES***

Whether you are a financial representative with a major wire-house, regional broker-dealer or an independent firm, **Integrated Systems** has a variety of targeted investor files that will help you generate activity and ultimately write more business. Following are several of the most requested custom databases used for telephone solicitation and/or direct mail campaigns.

Stock, Bond & Mutual Fund Prospects  
at Their Home or Business

Annuity Investor Profiles

Rollover & Lump Sum Distribution Prospects

Retired Seniors for Fixed Income

Young Professionals

College Funding Candidates

Asset Allocation & Managed Money Prospects

Millionaire Wealth Market Investors

Business Owners & Top Executives at Their Business

Defunct Brokerage Accounts

Casino Gamblers

Ethnic Investors

IRA Holders & Prospects

Financial Newsletter Subscribers

## ***INSURANCE TARGET MARKETS***

**Integrated Systems** has developed many successful target market databases that help insurance agents to develop a high level of activity and ultimately write more business. The most requested databases used for telephone solicitation and/or direct mail campaigns include:

Long Term Care Prospects	Business Insurance
Medicare Supplements	Wealth Market Investors
Estate Planning Prospects	Female Executives
Mutual Fund & Annuity Investor Profiles	Pension Prospects
New Home Owners	IRA Holders & Prospects
College Savings Prospects	Newborns

**These files are custom designed using investor models and are proven to be effective for prospecting. Certain alterations may be done to meet specific requests. Contact your *Integrated Systems* account representative at 800-939-5323 to place an order.**

## ***BUSINESS TO BUSINESS***

If your target market is businesses, **Integrated Systems** has an extensive database to help you reach the appropriate decision maker. Integrated's business file contains information on ten million companies located across the United States. The process of compilation begins with more than 5,000 yellow and white page business directories. Next, data from annual reports, 10 K's and other SEC documents provides in-depth information about executives and directors, employment figures, sales volume and other vital statistics. More than 10,000 of these reports are used annually. Other sources of current data on mergers, acquisitions, executive changes and financial results include:

- **Federal, State & Municipal Government Data**
- **Business Magazines, Newsletters & Top Newspapers**
- **Postal Service Information Including Zip+4, Carrier Route & NCOA Data**

*Most importantly*, the data is then telephone verified to provide the most accurate business information available.

### ***What Can A List Contain?***

Company Name  
Mailing Address  
Carrier Route Code  
Type of Business (SIC Code)  
Number of Employees  
Name & Gender of Key Executives  
Sales Volume  
Telephone Number  
Fax Number  
Years Established  
Credit Rating

### ***What Types Of Lists Are Available?***

Public Companies  
International Businesses  
Fortune 500 Companies  
Home-Based Businesses  
Major Industry Groups  
Small Business Owners  
Business Executives  
Professionals  
Female Executives

**And Many, Many More...**

**For the financial markets, Integrated Systems has several custom designed business databases that are used to reach key decision makers during the day.**

**These files will help increase productivity while eliminating secondary and non-essential businesses.**

***Contact your Integrated Systems account representative at 800-939-5323 to place an order.***

# ***FORMATS***

Different marketing approaches require a variety of format options. At **Integrated Systems**, we offer a wide range of formats that will help meet your prospecting needs. Call your **Integrated Systems** sales consultant to choose exactly how you would like to receive your information.

## **Cheshire Computer Printout**

The data is printed four across and eleven down on non-gummed continuous paper. Any mail house can machine process the data for mailing.

## **3 x 5 Sales Index Cards**

These sales cards have room for notes as well as call back dates. The size is convenient for filing and tracking. Often additional data about the prospect can be provided on the sales cards.

## **Pressure Sensitive Labels**

These peel and stick labels are pre-glued onto wax paper. The page permits four across and the mailing labels can be applied by hand or machine.

## **Galley Listing**

This format is convenient and easy to use. The information comes on continuous paper, reads from top to bottom, with the prospect information extending across the page.

## **Diskette & CD-ROM**

All data files can arrive to your door formatted on a disk or CD-ROM enabling easy access via computer. Our computer processors can format a disk to be compatible with most database management and word processing programs.

## **Magnetic Tape**

**Integrated Systems** offers 9 Track, 1600 BPI or 6250 BPI EBCDIC or ASCII magnetic tape.

## **Electronic Media**

Internet access is also available. Your database can be sent direct, through a modem or BBS.

Standard list pricing starts at 10 cents per name. The total pricing is determined by type of list, volume and format purchased.

*Contact your **Integrated Systems** account representative at 800-939-5323 to place an order.*



# OUR SUCCESS STORIES

**Integrated Systems** has provided businesses in the following industries with a constant supply of new prospects:

Stock and Bond Brokerages	Mortgage Bankers
Banks	Casinos
Major Life Insurance Companies	Realtors
Financial Planners	Oil and Gas Partnerships

## TESTIMONIALS

“...The People at **Integrated Systems** go out of their way to help customize our lists...”

— Tim Le Pain, CLU, CHFC, General Agent  
John Hancock

“...**Integrated Systems**’ leads make my brokers more successful.”

— Paul McConville, Vice President  
Putnam Investments

“**H**aving worked with **Integrated Systems** for the past 4 years, I can state with confidence, their leads are of the **highest quality** and have helped me to open some of my **largest accounts!**”

— Elliot Harris, Managing Director  
GBI Capital

“**I**ntegrated Systems has by far the **best service** and most **accurate lists** - bottom line; my producers **get results.**”

— Jim Wallander, Divisional Vice President  
Scudder Kemper Annuities

“...**O**ur Agency uses direct mail programs regularly, and will continue to recommend **Integrated Systems** to others in need of high quality names from a reputable source at a reasonable price.”

— Barbara M. Leonard, FLMI, ACS, AIAA  
John Hancock

S U C C E S S

