**List Updates**

Mailer’s Have lists are updated on the following schedules:

Updated 1st of every month: consumer lists; real property data lists

Updated 15th of the month: occupancy lists

However, from time to time there may be a special update inbetween.

**Real Property Data**

The Real Property Data database, accessed from the Mailer’s Haven home page under Specialty Lists provides lists of residential property owners. **These include owners of primary and secondary homes, and owners of rental properties.**

These lists do not contain owners of businesses or owners of undeveloped property. In other words, there has to be a building on the property to be in the list.

**The owner names and addresses in the list are based on where the tax bill is sent.**

1. Select the geography for the properties—that is, the sites owned by the owners. The tabs that don’t have the word ‘owner’ in them are the ones that are for the property sites, except for UpLoad Codes, which goes into the owner zipcodes.
2. Select the owner geography, that is, where the owner resides (this is where the tax bill goes). You will get both local and ‘out of town’ owners when you include the property site geography in the owner geography.
3. Select both owner –mail/sitematch and investor under Owner Type Detail.

The following states are ‘non-reporting’ according to John: WY, UT, NM, TX, KS. These states do not verify home data to the database compilers, so you get very low numbers for those states.

Reporting of data is variable throughout New England. For example

Counts for the 8 Cota & Cota Stratton office zipcodes show good coverage:

* Occupancy Count (without businesses): 3385
* Real Property Data Count: 4551.

Counts for Walpole and Greenfield, NH: poor coverage

* Homeowner Counts from the Axciom Consumer file: Walpole: 1053; Greenfield: 574. Total 1,627
* Town Counts: estimating 2,200 after deduping (2000 Walpole and 900 Greenfield before deduping; deduping required because owners of multiple properties are in the town list multiple times)
* Real Property Data Counts: Walpole 743, Greenfield 463. Only owners in NH, VT and MA were reported, even though all 51 owner states were selected.

Selection for home value and for lot size is also available. In running counts for Northern Forest the home value selects worked, but NH and VT reported no owner addresses when home value select was chosen. Obviously, home value not reported in those states.

During the ordering process the site address can be selected (might be extra cost, don’t know).

John sent an extra of a sample count to me to illustrate the data base, shown on the next page.



Notes from John Poitras:

* The Owner-occupied addresses, have the letter “O” in column N. (mail-site match)
* All the rest are considered investors.
* The compiler doesn’t have a street address for all the property owners, when the tax bill is going to the PO Box.
* So the Vermont zips that are coded as investors, COULD be owner-occupied, but because they get the tax bill sent to a PO Box, they’re coded as an investor.
* Probably a request by the property owner for the street address information to be held private.