

DataMasters Launches Refinancing Lead Database to Connect Businesses with Homeowners

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DataMasters, a trusted leader in targeted marketing data solutions, has unveiled its latest innovation: a comprehensive refinancing lead database aimed at empowering mortgage professionals, lenders, and financial service providers. This cutting-edge database is strategically designed to connect businesses with over 9 million U.S. homeowners currently paying mortgage rates above 5%, facilitating targeted marketing campaigns to homeowners seeking better financial terms.

The newly launched refinancing lead database provides meticulously verified homeowner contact details, encompassing postal addresses, phone numbers, and email contacts. This robust dataset enables businesses to execute highly effective multi-channel marketing strategies tailored specifically to homeowners actively exploring refinancing options. By leveraging accurate and up-to-date data, mortgage professionals can optimize their outreach efforts through direct mail, personalized phone calls, and targeted digital marketing initiatives.

"At DataMasters, our commitment to data accuracy and strategic marketing support is paramount," affirmed a spokesperson for DataMasters. "Our refinancing lead database is meticulously curated to equip mortgage professionals with reliable insights for connecting with homeowners considering new mortgage solutions. By delivering verified and customizable data, we aim to enhance businesses' outreach effectiveness and ultimately elevate customer service standards."

David Rickenbacher, the CEO of DataMasters, shared his perspective on the company's new product offering: "We understand that in today's competitive mortgage market, precision and timing are everything. Our new refinancing lead database is designed to help businesses identify the right opportunities at the right time. Homeowners are increasingly looking for ways to improve their financial situation, and with over 9 million U.S. homeowners paying higher-than-average mortgage rates, this is an ideal moment for businesses to engage. By offering high-quality, customizable lead data, we ensure our clients have the tools they need to make meaningful connections with motivated prospects."

With direct access to 3.5 million homeowners via mobile contacts and an additional 7.2 million through email marketing channels, businesses can refine their marketing strategies using tailored filters such as location, current mortgage rate, and loan type. This precision-targeting approach empowers mortgage brokers, lenders, and financial institutions to engage with homeowners who are most likely to benefit from refinancing opportunities.

DataMasters also offers a flexible and cost-effective pricing structure, ensuring accessibility for businesses of all sizes. Companies can purchase 5,000 homeowner leads at just $0.20 per lead, with attractive volume discounts available for larger datasets. This scalable pricing model allows businesses to expand their outreach efforts while maintaining efficiency and cost-effectiveness.

"We've designed this lead database to provide maximum value," continued Rickenbacher. "Whether you're a small business looking to break into the mortgage market or a large lender needing to scale your operations, our solution can accommodate your needs. The goal is to give businesses an edge in a competitive space, ensuring they have access to reliable, actionable data that drives successful marketing campaigns."

In addition to its refinancing lead lists, DataMasters provides a comprehensive range of marketing data solutions, including automotive lists, real estate transaction records, senior citizen data, and Hispanic marketing lists. The company further supports businesses by offering full-service printing and mailing options, enabling seamless integration of direct mail campaigns. By combining extensive marketing expertise with high-quality data, DataMasters empowers firms to optimize audience engagement and enhance lead generation strategies effectively.

For businesses eager to connect with homeowners exploring refinancing options, DataMasters offers a pivotal, data-driven resource to support targeted outreach. To discover more about refinancing leads and explore other innovative marketing solutions, visit Mortgage Refinancing Leads or contact DataMasters directly at (469) 549-1800 or (800) 897-1183.

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Datamasters

Datamasters is a direct marketing agency that provides a wide range of direct response marketing products and services to businesses engaged in ?business to consumer? and ?business to business? sales and marketing.

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