

## Consumers Database Instructions:

1. Under 250 Million Consumer Sales Leads, click the orange START button.



Here you will begin to select your search criteria. With every search you do, you will have to select a geographical location first.

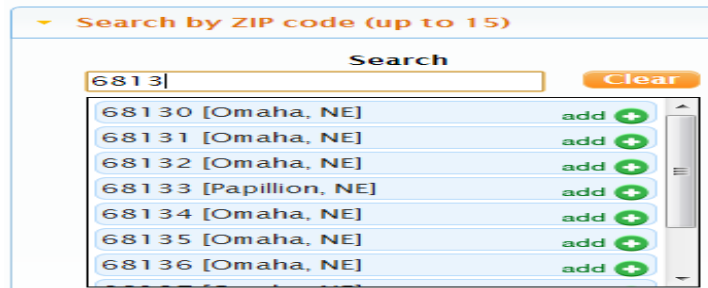
### 2. Geography Selection:

- a. Zip Code (up to 15)
- b. City (up to 5)
- c. County (up to 5)
- d. Radius Around a Specific Address (1 to 15 miles)
- e. Area Code within a State

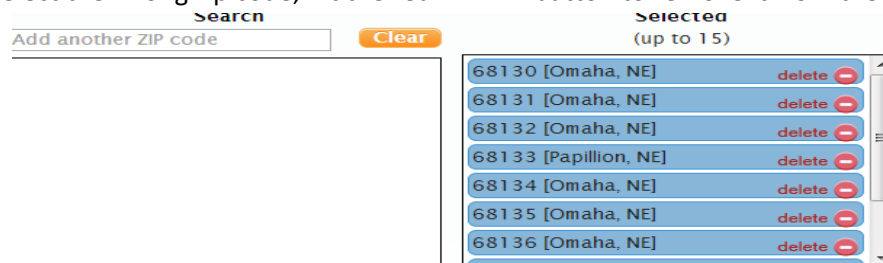


For our example we will use the zip codes 68130 through 68139. These are all zip codes in Omaha, NE.

- First click on Search by Zip Code. In the search box that drops down, start typing 6813. A list of potential matches will appear below.



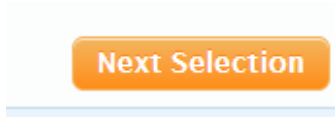
- Then click on the green ADD button for the zip codes you want. Your selection will move over to the right.
- If you select the wrong zip code, hit the red DELETE button to remove it from the selected box.



You can select more zip codes (up to 15) by repeating these steps. For our example we will leave it at ten.

You can also add cities, counties, etc as needed.

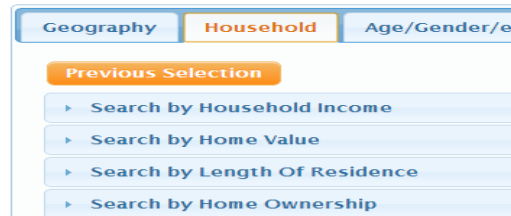
Next click the orange NEXT SELECTION button. It is located just above the search criteria box.



### 3. Household Selection:

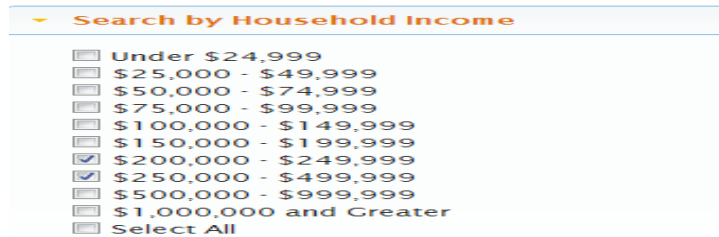
a. This tab allows you to select criteria based on the consumers household information, such as:

- i. Household Income
- ii. Home Value
- iii. Length of Residence
- iv. Home Ownership

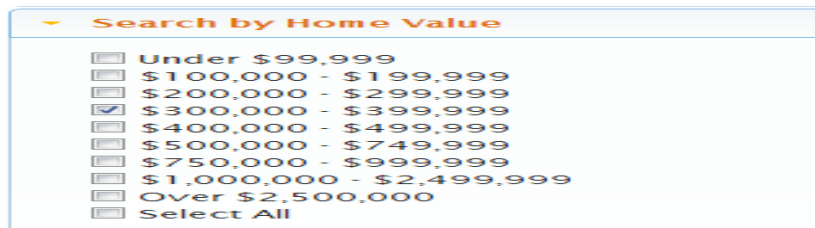


For our example we want to select homeowners with an income of \$200,000-\$499,999 and have a home value of \$300,000-\$399,999.

- First click on Search by Household Income. Check the boxes for \$200,000-\$249,999 and \$250,000-\$499,999.



- Next click on Search by Home Value. Check the box for \$300,000-\$399,999.



- Last click on Search by Home Ownership. Check the box for Homeowners.

▼ Search by Home Ownership

Homeowner

Non-Homeowners

You can search by more options, such as higher or lower income or value levels or even length of residence by repeating these steps. For our example we will leave it at these options.

Next click the orange NEXT SELECTION button. It is located just above the search criteria box.



**4. Individual Selection:**

a. This tab allows you to select criteria based on the individual, such as:

- i. Age Group [▶ Search by Age](#)
- ii. Gender [▶ Search by Gender](#)
- iii. Marital Status [▶ Search by Marital Status](#)
- iv. Birth Month [▶ Search by Birth Month](#)
- v. Birth Year (up to 25) [▶ Search by Birth Year \(up to 25\)](#)

For our example we will search for males from age 50 and over.

- First click on Search by Age. Check the boxes for 50-65 and 65 and over.

▼ Search by Age

18 to 25

26 to 39

40 to 49

50 to 65

65 and Over

Select All

- Then click on Search by Gender. Check the box for Male.

▼ Search by Gender

Female

Male

You can narrow down your search further by selecting specific Birth Years, such as 1948, and that will give you only people who were born in that year, as well as marital status and birth month. For our example we will leave it at the options we've selected.

Next click the orange NEXT SELECTION button. It is located just above the search criteria box.

Next Selection

## 5. Phone Options Selection:

- a. This tab is very important to remember if you will be doing telemarketing!!
- b. This option will give you only records with phone numbers and also remove the records that are on the DO NOT CALL registry.
  - i. It is important to remember, if they are on the DNC registry, you CANNOT call them. (An exception would be for Non-Profit Organizations).

▶ Search by Phone Availability

▶ Omit Do Not Call(DNC) registry listings

For our example we only want records with phone numbers and we want to remove the records on the Do Not Call registry.

- First click on Search by Phone Availability. Check the box for Select Records with Phone Numbers. This will remove the records that we do not have a phone number for.

▼ Search by Phone Availability

Select records with phone numbers

- Then click on Omit DNC Registry Listings. Check the box for Remove Phone Numbers on DNC Registry. This will remove records that we have listed on the DNC.

▼ Omit Do Not Call(DNC) registry listings

Remove phone numbers on the Do Not Call(DNC) registry

- Our consumer leads are scrubbed on a quarterly basis against the Federal DNC Registry.

That concludes the steps for selecting your search criteria. You are now ready to view your list of sales leads that meet your criteria selections.

Next click the orange button that says I'M DONE, VIEW SALES LEADS. It is located just above the search criteria box.

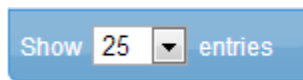
I'm Done, View Sales Leads

**6. List page:**

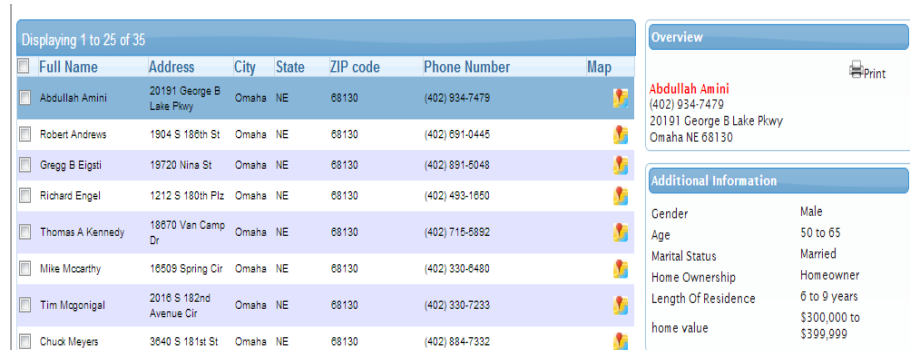
- a. This will bring you to the page that has your list of leads that match your selected search criteria.
- b. If you look on the right hand side, you will see the number of sales leads that meet your criteria.



- c. The list page will display the first 25 leads that matched your search criteria. You can change it to show 10, 50, or 100 leads by selecting the drop down menu at the bottom of the page.



- d. Click on a consumer name and you can see additional information. The additional information is located on the right of your list.



The screenshot shows a table of leads with columns: Full Name, Address, City, State, ZIP code, Phone Number, and Map. The first lead is Abdullah Amini. To the right of the table is a detailed profile for Abdullah Amini, including an overview with contact information and additional information such as gender (Male), age (50 to 65), marital status (Married), home ownership (Homeowner), length of residence (6 to 9 years), and home value (\$300,000 to \$399,999).

You have the option to export all the leads in your list, by clicking either the PRINT ALL SALES LEADS or DOWNLOAD ALL SALES LEADS button.



You can choose to either print it to a call sheet or download it as a .csv file, which will open as an Excel spreadsheet. \*Note: You don't need Excel to work with our data. You can also open it with other spreadsheet software, such as Open Office. To download a free copy of Open Office, go to <http://www.openoffice.org/download/>

- PDF Call Sheet

infofree.com Unlimited...Hot Sales Leads		Consumer and Homeowner Sales Lead Prospect List		Creation Date :07/10/13	Notes
<b>Gregg Eigsti</b> 19720 Nina St Omaha, NE 68130 Gender Male Marital Status Married	(402) 891-5048 Income \$250,000 to \$499,999 Home Ownership Homeowner Home Value \$300,000 to \$399,999				
<b>Abdullah Amini</b> 20191 George S Lake Pkwy Omaha, NE 68130 Gender Male Marital Status Married	(402) 934-7479 Income \$250,000 to \$499,999 Home Ownership Homeowner Home Value \$300,000 to \$399,999				
<b>Robert Andrews</b> 1904 S 186th St Omaha, NE 68130 Gender Male Marital Status Married	(402) 691-0445 Income \$250,000 to \$499,999 Home Ownership Homeowner Home Value \$300,000 to \$399,999				

- Downloaded .csv file

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
1	First Nam	Last Name	Gender	Email	Phone Nu	Omit Do N	Address	City	State	ZIP code	ZIP+4	Marital St	Age	Income	Home Val	Home Ow	Length of	Birth Mon	Birth Year	id
2	Gregg	Eigsti	Male		(402) 891-5048		19720 Nin	Omaha	NE	68130	5052	Married	50 to 65	\$250,000 t	\$300,000 t	Homeowr	6 to 9 year	12	1958	1.47E+13
3	Abdullah	Amini	Male		(402) 934-7479		20191 Gec	Omaha	NE	68130	5095	Married	50 to 65	\$250,000 t	\$300,000 t	Homeowr	6 to 9 year	7	1959	1.47E+13
4	Robert	Andrews	Male		(402) 691-0445		1904 S 186	Omaha	NE	68130	3701	Married	50 to 65	\$250,000 t	\$300,000 t	Homeowr	15 years o	7	1957	1.47E+13

You also have the option to export your selected leads, by clicking the PRINT SELECTED SALES LEADS or DOWNLOAD SELECTED SALES LEADS button. The button is located on the right hand side above the business profile section of your leads.



- One way to select is by going through the list and putting a check in the boxes next to the consumers that you would like to export. (We call this Cherry Picking).
- Alternatively, if you wanted say the first 30, you would check the box up at the top of your list by the headers. (It is right next to the Consumer Name header.) That will select the first 25 on the first page. Then you can hit the next page button and put a check in the next five to get 30 selected.



You will also see on the list page two orange buttons that say NEW SEARCH and EDIT SEARCH. Those buttons are located on the left hand side above the displaying section of your leads.



- The NEW SEARCH button will take you back to the home page
- The EDIT SEARCH button allows you to make any changes to your search criteria such as add additional criteria, remove certain criteria, or change your search completely. Once

you edit the search that will change the search that is in your Saved Searches Section, which is found on the home page.