

Rent to Own Furniture Visitors

Average Monthly Hotline	133,667	\$110/M
Total File	2,029,631	\$110/M
Email & social media campaigns available		

Overview

These consumers visited Rent to Own centers in order to browse for potential furniture, appliances, and electronics for their home.

These individuals are often new movers looking to furnish and decorate their new home.

These consumers are looking for new and used brand-name furniture, electronics or appliances, These credit-challenged buyers opted to a rent to own center where no credit is needed, and flexible payment options are extended.

These rent to own seekers are candidates for new low end catalogs, BPHH car loans, payday loans, installment loans, title loans, home furnishing with credit terms, layaway plans, in store financing, sub-prime credit cards, etc.

Homeowners and renters who have subprime credit are typically drawn to rent-to-own centers as they find the leasing period a crucial opportunity to repair their financial profile to secure a loan. They are very responsive to any financial opportunity that will help them with this cause, including payday or installment loans, debt consolidation and credit repair programs

Source

Online
Direct Response

Gender

48% Male
47% Female

Minimum Order

5,000 records

Format

Email	\$75/F
FTP	\$75/F

Net Name Arrangement

85% Net
25,000 or more
\$8/M run charge

Selections

Geo	\$10/M
Age	\$15M
Income	\$15/M
Demographics	\$15M



Terms and Conditions: Stated prices are for one time use only. Orders canceled before mail date are subject to \$10/M running charges and a \$50 flat cancellation fee. Orders cancelled after the mail date on purchase order, will be charged full price. We believe the information concerning this list to be accurate; however we do not guarantee its accuracy or the outcome of the mailing. We are not liable for any damages or loss sustained through use of this list, or for any special or consequential damages, and in no event shall our liability exceed the price of the list.