

Name:
Spouse:
Home address:

Home phone:
Work phone:
Email:

Age range: 50-62
Planned visit date: 2/2010
Planned purchase date: 3/2011

Planned purchase investment

- Less than \$80,000
- \$110,000-\$149,900
- \$200,000-\$249,999
- \$300,000-\$399,999
- \$500,000-\$599,999
- \$700,000-\$999,999
- \$1.5 Million Plus

Purchase preference

- Homesite/Lot
- Rent an Apartment
- Rent a Home
- New Custom Built Home
- Pre-Owned Home
- Rent While Building

Completed education

- High School
- College
- Doctorate
- Some College
- Post-graduate

Housing preference

- Condominium
- Apartment
- Log Home
- Estate Home
- Lindal Cedar Home
- Investment Property
- Golf Villa/Cottage
- Assisted Living Apartment
- Private Club Residence
- High Performance Home
- Home Automation Systems
- Townhouse
- Small Farm
- Retirement Community
- Fractional Ownership
- Vacation/Second Home
- Historically Significant Home
- Patio/Garden Home
- Single Family Residence
- Energy Efficient (Green) Home
- Healthy Home

Household income

- Less than \$50,000
- \$100,000-\$150,000
- \$200,000-\$250,000
- Over \$300,000
- \$50,000-\$100,000
- \$150,000-\$200,000
- \$250,000-\$300,000

Recreation, amenities, and activities preferences

- Golf
- Bicycling
- Swimming
- Walking Paths
- Camping
- Sailing
- Air Strip
- Canoeing
- Boating
- Civic Clubs
- History
- Hunting
- Fishing
- Health Club
- Clubhouse
- Water Skiing
- Marina
- Tennis
- Gardening
- Home Computers
- Shopping
- Museums
- Equestrian

Geographic lifestyle

- Ferry Access Island
- Mountains
- Foothills
- Lake Country
- Oceanfront
- Small Town
- Riverfront
- Central Heartland
- Intracoastal Waterway
- Coastal Region
- Rural
- Urban

Community Types

- Age-Qualified Retirement
- Country Club
- Small Historic Town
- Traditional Neighborhood Development
- Conservation Protected Property
- Residential Resort
- Suburban Neighborhood
- College Town
- Air Park
- Sustainable Green Design

Healthy lifestyle

- Wellness
- Weight
- Nutrition
- Exercise
- Massage Therapy
- Other:
- Meditation
- Acupuncture
- Yoga
- Prenatal
- Dialysis

Homeowner status

- Currently Own
- Renting While Building
- Renting

Occupational interests

- Moving a Business
- Finding Work
- Volunteering
- Starting a Business
- Retired

Products and Services to be purchased

- Checking/CD Accts.
- Home Mortgage
- Commercial Realtor
- Buyers Agent Realtor
- Custom Home Builder
- Interior Design
- Custom Windows
- Pool/Spa
- Furniture
- Boat
- Cruise Vacation
- Automobile
- Financial Planning
- Residential Realtor
- Job Service Search
- For Sale By Owner
- Architect
- Bath fixtures
- Kitchen Appliances
- Security System
- Golf Equipment
- AAA Carolinas Auto Club
- Insurance Coverage

Health care interests

- Physician/Specialist
- Dentist
- Eye Care
- Pediatrician
- OB/GYN
- Cardiologist
- Family Practice
- Homeopathic
- Herbalist
- Urologist
- Orthopedic
- Other:

Seeking job type

- Administrative
- Hotel/Restaurant/Hospitality
- I.T./Computer Related
- Manufacturing
- Sales/Marketing
- Other:
- Construction Trades
- Education
- Managerial/Executive
- Healthcare
- Research

Contact Preferences

- U.S. Mail
- AM
- Evening
- No Calls Please
- Email
- PM
- Weekends

PRIZM Lifestyle definition:

Close-In Couples- Close-In Couples is a group of predominantly older, African-American couples living in older homes in the urban neighborhoods of mid-sized metros. High school educated and empty nesting, these 55-year-old-plus residents typically live in older city neighborhoods, enjoying secure and comfortable retirements

Prospect comments
 None given.

Contact Notes:
