

**Name:** Ms. Claire Hassid  
**Spouse:** Stephen  
**Home address:** 287 Burns Street  
 Forest Hills NY, 11375  
**Home phone:**  
**Work phone:**  
**Email:** Justsignup@mac.com  
**Age range:** 30-39  
**Planned visit date:** 1/2011  
**Planned purchase date:** 10/2011

**Planned purchase investment**

- |  |   |
|--|---|
| <input type="checkbox"/> Less than \$80,000  | <input type="checkbox"/> \$80,000-\$109,999             |
| <input type="checkbox"/> \$110,000-\$149,900 | <input type="checkbox"/> \$150,000-\$199,999            |
| <input type="checkbox"/> \$200,000-\$249,999 | <input type="checkbox"/> \$250,000-\$299,999            |
| <input type="checkbox"/> \$300,000-\$399,999 | <input checked="" type="checkbox"/> \$400,000-\$499,999 |
| <input type="checkbox"/> \$500,000-\$599,999 | <input type="checkbox"/> \$600,000-\$699,999            |
| <input type="checkbox"/> \$700,000-\$999,999 | <input type="checkbox"/> \$1.0-\$1.5 Million            |
| <input type="checkbox"/> \$1.5 Million Plus  |   |

**Purchase preference**

- |  |  |
|--|--|
| <input type="checkbox"/> Homesite/Lot      | <input type="checkbox"/> New Custom Built Home     |
| <input type="checkbox"/> Rent an Apartment | <input checked="" type="checkbox"/> Pre-Owned Home |
| <input type="checkbox"/> Rent a Home       | <input type="checkbox"/> Rent While Building       |

**Completed education**

- |   |   |
|---|---|
| <input type="checkbox"/> High School        | <input type="checkbox"/> Some College             |
| <input checked="" type="checkbox"/> College | <input checked="" type="checkbox"/> Post-graduate |
| <input type="checkbox"/> Doctorate          |   |

**Housing preference**

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

**Household income**

- |  |   |
|--|---|
| <input type="checkbox"/> Less than \$50,000  | <input type="checkbox"/> \$50,000-\$100,000             |
| <input type="checkbox"/> \$100,000-\$150,000 | <input checked="" type="checkbox"/> \$150,000-\$200,000 |
| <input type="checkbox"/> \$200,000-\$250,000 | <input type="checkbox"/> \$250,000-\$300,000            |
| <input type="checkbox"/> Over \$300,000      |   |

**Recreation, amenities, and activities preferences**

- |   |   |
|---|---|
| <input type="checkbox"/> Golf                     | <input type="checkbox"/> Fishing                |
| <input checked="" type="checkbox"/> Bicycling     | <input checked="" type="checkbox"/> Health Club |
| <input type="checkbox"/> Swimming                 | <input type="checkbox"/> Clubhouse              |
| <input checked="" type="checkbox"/> Walking Paths | <input type="checkbox"/> Water Skiing           |
| <input type="checkbox"/> Camping                  | <input type="checkbox"/> Marina                 |
| <input type="checkbox"/> Sailing                  | <input type="checkbox"/> Tennis                 |
| <input type="checkbox"/> Air Strip                | <input checked="" type="checkbox"/> Gardening   |
| <input type="checkbox"/> Canoeing                 | <input type="checkbox"/> Home Computers         |
| <input type="checkbox"/> Boating                  | <input checked="" type="checkbox"/> Shopping    |
| <input type="checkbox"/> Civic Clubs              | <input checked="" type="checkbox"/> Museums     |
| <input checked="" type="checkbox"/> History       | <input type="checkbox"/> Equestrian             |
| <input type="checkbox"/> Hunting                  |   |

Prospect comments  
 None given.

Contact Notes:

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**Geographic lifestyle**

- |  |  |
|--|--|
| <input type="checkbox"/> Ferry Access Island     | <input type="checkbox"/> Riverfront            |
| <input type="checkbox"/> Mountains               | <input type="checkbox"/> Central Heartland     |
| <input type="checkbox"/> Foothills               | <input type="checkbox"/> Intracoastal Waterway |
| <input checked="" type="checkbox"/> Lake Country | <input type="checkbox"/> Coastal Region        |
| <input type="checkbox"/> Oceanfront              | <input type="checkbox"/> Rural                 |
| <input checked="" type="checkbox"/> Small Town   | <input checked="" type="checkbox"/> Urban      |

**Community Types**

- |   |   |
|---|---|
| <input type="checkbox"/> Age-Qualified Retirement             | <input type="checkbox"/> Residential Resort       |
| <input type="checkbox"/> Country Club                         | <input type="checkbox"/> Suburban Neighborhood    |
| <input checked="" type="checkbox"/> Small Historic Town       | <input type="checkbox"/> College Town             |
| <input type="checkbox"/> Traditional Neighborhood Development | <input type="checkbox"/> Air Park                 |
| <input type="checkbox"/> Conservation Protected Property      | <input type="checkbox"/> Sustainable Green Design |

**Healthy lifestyle**

- |  |  |
|--|--|
| <input type="checkbox"/> Wellness            | <input checked="" type="checkbox"/> Meditation |
| <input type="checkbox"/> Weight              | <input type="checkbox"/> Acupuncture           |
| <input type="checkbox"/> Nutrition           | <input type="checkbox"/> Yoga                  |
| <input checked="" type="checkbox"/> Exercise | <input type="checkbox"/> Prenatal              |
| <input type="checkbox"/> Massage Therapy     | <input type="checkbox"/> Dialysis              |
| <input type="checkbox"/> Other:              |  |

**Homeowner status**

- |   |                                  |
|---|----------------------------------|
| <input checked="" type="checkbox"/> Currently Own | <input type="checkbox"/> Renting |
| <input type="checkbox"/> Renting While Building   |                                  |

**Occupational interests**

- |  |  |
|--|--|
| <input type="checkbox"/> Moving a Business | <input type="checkbox"/> Starting a Business |
| <input type="checkbox"/> Finding Work      | <input checked="" type="checkbox"/> Retired  |
| <input type="checkbox"/> Volunteering      |  |

**Products and Services to be purchased**

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

**Health care interests**

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Physician/Specialist | <input type="checkbox"/> Family Practice |
| <input checked="" type="checkbox"/> Dentist              | <input type="checkbox"/> Homeopathic     |
| <input checked="" type="checkbox"/> Eye Care             | <input type="checkbox"/> Herbalist       |
| <input type="checkbox"/> Pediatrician                    | <input type="checkbox"/> Urologist       |
| <input checked="" type="checkbox"/> OB/GYN               | <input type="checkbox"/> Orthopedic      |
| <input type="checkbox"/> Cardiologist                    | <input type="checkbox"/> Other:          |

**Seeking job type**

- |   |   |
|---|---|
| <input type="checkbox"/> Administrative               | <input type="checkbox"/> Construction Trades  |
| <input type="checkbox"/> Hotel/Restaurant/Hospitality | <input type="checkbox"/> Education            |
| <input type="checkbox"/> I.T./Computer Related        | <input type="checkbox"/> Managerial/Executive |
| <input type="checkbox"/> Manufacturing                | <input type="checkbox"/> Healthcare           |
| <input type="checkbox"/> Sales/Marketing              | <input type="checkbox"/> Research             |
| <input type="checkbox"/> Other:                       |   |

**Contact Preferences**

- |  |   |
|--|---|
| <input type="checkbox"/> U.S. Mail       | <input checked="" type="checkbox"/> Email |
| <input type="checkbox"/> AM              | <input type="checkbox"/> PM               |
| <input type="checkbox"/> Evening         | <input type="checkbox"/> Weekends         |
| <input type="checkbox"/> No Calls Please |   |

**PRIZM Lifestyle definition:**

Money & Brains- The residents of Money & Brains seem to have it all: high incomes, advanced degrees and sophisticated tastes to match their credentials. Many of these citydwellers, predominantly white with a high concentration of Asian Americans, are married couples with few children who live in fashionable homes on small, manicured lots