

Name: [REDACTED]
 Spouse: [REDACTED]
 Home address: [REDACTED]
 Home phone: [REDACTED]
 Work phone: [REDACTED]
 Email: [REDACTED]
 Age range: 50-62
 Planned visit date: 11/2009
 Planned purchase date: 7/2010

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
- \$80,000-\$109,999
- \$150,000-\$199,999
- \$250,000-\$299,999
- \$400,000-\$499,999
- \$600,000-\$699,999
- \$1.0-\$1.5 Million

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
- Renting While Building

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:

Big Fish, Small Pond- Older, upper-class, college-educated professionals, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, belonging to country clubs, maintaining large investment portfolios and spending freely on computer technology.

Prospect comments

Contact Notes:
