



data
that
delivers

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AssetBase

Assetbase has been compiled from the top 100 NZ based private shareholders of each listed company, combined across all their other share holdings to give a unique view of their total holdings in dollar terms. It's updated monthly from live changes in holdings and share values.

The result is a unique subset of wealthy New Zealanders. Correlation with property investment has shown that almost all of these shareholders also have substantial property holdings in addition to their investments in stocks. These are influential and hard-to-find individuals.

The list currently includes 16500 entities at 11000 unique addresses. 35.3% are based in Auckland, 40.2% in the rest of the north island, 24.4% in the south island.

The Database is privacy compliant and sourced from official data. New postcodes have been added to ensure bulk billing discounts.

LIST DETAILS	
Quantity	11,000
Selections	Region Postcode Gender \$ Value of investment Top 1000 investment Top 5000 investment
PRICING	
Minimum Order	1,000
Deliverability	95%
Lead Time	5 days
Notes	Mailing \$NZ 1500.00 per 1000 records
Terms & Conditions	List rental costs cover one time usage only. All data is seeded with dummy names to detect unauthorized use and copying in any form is prohibited. Two sample mailing packages will be required for approval by owner. We require a signed copy of our list rental agreement and order form prior to any order being processed. Payment is required on delivery of data unless arranged otherwise. 10% GST applies to all Australian Companies.

The List Group - Direct Marketing List Management & Brokerage

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