

# Firm 7 Marketing

# Tri Bureau Auto Triggers

## SUMMARY

Auto Inquiry Triggers identify credit worthy consumers at the precise time they will be most receptive to your offer. Derived from inquiries into a consumers credit report, these prospects are actively searching for purchase or lease options. Firm 7 Marketing leverages inquiries from the three credit repositories to identify consumers who are in immediate need of an auto finance or lease option. Compiled daily, Auto Inquiry Triggers immediately reveal consumers in need of your services.

**Updated**  
Daily

## ADDITIONAL NOTES

**Minimum Order:**

2,500 records or \$750, whichever is greater.

**Cancellation Charges:**

\$100 flat

**Sample Mail Piece and/or Telemarketing Script is Required.**

## DELIVERY & FORMATS

**Formats:**

Comma or Tab Delimited  
Fixed - Excel - Custom

**Delivery:**

E-Mail or FTP	\$50.00
CD-Rom or DVD Rom	\$50.00
Diskette	\$50.00
3 x 5 Cards	\$15/m
P/S Labels	\$11/m

## PRICING

Daily Triggers	\$750/M
Weekly Triggers	\$400/M
Daily/Weekly with phones add	\$50/M

## SELECTS

**Baseline Selects**

Geography  
Phone Numbers  
Inquiry Days/Weeks Back  
Much More...

**Auto**

Number of Repossessions  
Number of Open/Past Vehicle Trades  
Status of Open Trades  
High Balance of Vehicle Trades  
Much More...

**Credit**

FICO  
Revolving Debt Balance  
Bankruptcies  
Much More...

**Please call for full attribute guides for daily and weekly triggers.**

## CONTACT INFORMATION

**Office:** 330.983.9564  
**Fax:** 866.522.4730  
**E-Mail:** [admin@firm7marketingsvcs.com](mailto:admin@firm7marketingsvcs.com)  
**Web:** [www.firm7marketingsvcs.com](http://www.firm7marketingsvcs.com)

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