

## **FACT SHEET**

# *Exclusive Residential Index*

*USE THIS FREE DATABASE TO REACH  
THE MOST EXCLUSIVE HOMES IN YOUR  
POSTCODE AREA*



The Exclusive Residential Index is a 100,000 plus address database of the top 10% of homes in monetary value, in North West, and Yorkshire postcode areas. The information to compile this database has been collected and collated over the past 10 years from many sources including estate agencies, property portfolios, independent research, geographical information systems, on-line property guides and local government statistics and publications to name just a few.

We have taken great care and attention to detail in compiling this data and are constantly checking and validating this data to ensure its accuracy and integrity.

The Exclusive Residential Index offers a different approach to targeting: in that, it is an address database only. There are no named individuals included on the address list. Instead a generic title: "The Homeowner" or "Householder" is included on the address record. As a first step in the marketing process this targeting system identifies exclusive homes, rather than the individuals who live there.

We believe using a more cautious approach in the first instance can negate any irritation many householders experience on receiving mail with their name printed on the mailer from a company they haven't had previous dealings with.

The real utility of the Exclusive Residential Index comes from its unique targeting characteristics: a database that can single out the most prestigious and exclusive homes in each postcode area. In fact the *top ten per cent* of homes based on property value.

Now, you don't need to target every home in a particular postcode to be sure of reaching the most exclusive residences. With this database you know that all the addresses in the list are Prestigious Exclusive Homes.

When you use one of our pre-designed templates and order your print requirement from one of our selected Print Partners (minimum quantity 500 postcards) you can choose an area from those listed below, and we will provide you with a ready to go *500 address mailing list* so you can get your message delivered to some of the most exclusive properties in your selected area. If you require a larger mailing list additional records can be purchased for £3.00 per hundred.

Your mailing list will be emailed to you when your print order is dispatched. Below are listed the Postcode Areas we cover, of course, within these Postcode Areas are the smaller Districts and Sectors you can choose a list from: so look at your area carefully and choose the district or sector that best suits your objective. Download our free ebook which gives an overview of postcode geography as well as information on locating your target market. The smallest unit you can have your list compiled from is a Postcode Sector. If you have any questions, or queries please feel free to drop us an email at the address below.

[www.downyourstreet.info](http://www.downyourstreet.info)

<u>POSTCODE AREA</u>	<u>POST TOWN</u>
BB	BLACKBURN
CH	CHESTER
CW	CREWE
DE	DERBY
DN	DONCASTER
FY	BLACKPOOL
L	LIVERPOOL
LA	LANCASTER
LS	LEEDS
M	MANCHESTER
PR	PRESTON
S	SHEFFIELD
SK	STOCKPORT
ST	STAFFORD
SY	SHREWSBURY
TF	TELFORD
WA	WARRINGTON
WN	WIGAN
YO	YORK

To help you locate small urban areas, and communities within your region take a look at [www.postcode-info.co.uk](http://www.postcode-info.co.uk) This site contains information on postcode towns, and postcode areas within counties so, as a starting point to define your target area you could find out all the named towns, settlements and postcode areas within your county.