



# Homeowners Association Marketing Data

**DO THE MATH! HOW MUCH IS A NEW CLIENT WORTH?**

**\$500/MO? \$750/MO? MORE? HOW MUCH IS YOUR TIME WORTH- AND MAILING EXPENSES?**

With 50,000+ California associations, both incorporated and unincorporated, representing \$11 billion+ in annual purchasing power, it only makes good economic sense to focus your efforts on high-value HOA prospects. Targeted marketing saves time and money. **Levy, Erlanger & Company**, CPAs, which serves more than 2,000 California CIDs, has spent more than 30 years building the premier California community association databank, **HOainfo™**, which includes the following important data to help you separate “the wheat from the chaff” ...

- **Size** (in units)- **An Hoainfo™ exclusive!** (43,000 of 50,000 assns, 86%)
- **Age** (in years) (49,000 of 50,000 assns, 98%)
- **Location** (city, county)- **An Hoainfo™ exclusive!** (49,000 of 50,000 assns, 98%)
- **Subdivision type** (condo, PD)- **An Hoainfo™ exclusive!** (48,000 of 50,000 assns, 96%)
- **Management** (mgr, onsite, self)- **An Hoainfo™ exclusive!** (49,000 of 50,000 assns, 98%)
- **Annual Budget**- **An Hoainfo™ exclusive!** (21,000 of 50,000 assns, 42%)
  
- **President** name/ address- many of the obvious Secretary of State keypunch errors corrected before you get your order- **An Hoainfo™ exclusive!**
- **Manager** name/ address- many of the obvious Secretary of State keypunch errors corrected before you get your order- **An Hoainfo™ exclusive!**
- **Management company** telephone, fax and email number and manager names available
- **California Department of Real Estate (CRE)** subdivision public reports (SPRs), budgets, etc. available

The best available HOA information at modest cost. Looking for large associations? Old associations? Only PUDs or condominiums? Purchase only the information that you need. Data is readable by popular contact management programs (ACT! And Goldmine) as well as common database programs and word processors. A complete update of your order (including new associations) is available within 12 months of purchase date for only 25% of the original order price, for premium orders.



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