

# Who's Who

in Property

LIST PROFILE

The **Who's Who in Property** list helps you contact high net worth professionals and senior decision makers from the Property sector across Australia

**Over 22,000 senior decision-makers from 11,000 companies**

## List Description

This list is taken from the **Who's Who in Property** directory and is updated annually.

The **Who's Who in Property** list is comprised of people and companies involved in major Australian commercial, industrial and residential development projects worth over one million dollars.

Senior decision-makers in the property sector earn an average of over \$80,000 per annum, making this a valuable list for those wanting to mail to high net worth professionals.

The **Who's Who in Property** has long been established as the publication that monitors changes occurring within the Australian property industry, and is a unique and authoritative guide to the leading industry names in property.

Lists can be created based on various selection criteria, and can include either mailing, telephone or fax data.

## Total Quantities

Local Councils - no. of Councils	540
Local Councils - total contacts	3768
Other categories - no. of companies	10,756
Other categories - total contacts	18,655

*\*Counts to be confirmed and de-duped upon ordering*

## Selection options

Lists can be created based on the following selection criteria:

**Location:** State, city, metropolitan or regional areas or postcode range

**Industry:**

- |                                 |                                     |  |
|---------------------------------|-------------------------------------|--|
| - Architects                    | - Architectural Illustrators        | - Construction Services/Project Managers |
| - Consultants                   | - Engineers                         | - Financial Services                     |
| - Interior Designers            | - Local Council Officers            | - Major Lessees                          |
| - Media Contacts                | - Property Developers and Investors | - Property Managers                      |
| - Real Estate Agents/Appraisals | - Valuers                           | - Solicitors                             |
| - Surveyors                     | - Town & Urban Planners             |  |

Specialist data exports can also be created to include criteria such as **size of company**, **contact position** or **industry speciality** (such as *Civil Engineers* or *Commercial Real Estate Agents*)

## Costs (Costs are GST Inclusive)

### Single Use

\$324.50 per 1,000 records for either mailing, telemarketing or fax data  
\$550.00 per 1,000 records for any combination of mailing, telemarketing and fax data  
(There is a 30% discount for re-use of data)

### Unlimited Usage

\$1500.00 per 1,000 records for mailing, telemarketing or fax data  
\$2,200.00 per 1,000 records for any combination of mailing, telemarketing and fax data

### Additional Costs

Set-up fee: \$200 simple data export / \$300 specialist data export  
\$27.50 courier fee (If applicable)

### Address

Business Address only.  
99% of records have phone numbers, 96% have fax numbers.

### Formats Available

.xls or .csv data file, or **self adhesive labels**

### Updated

January 2009 – April 2009.  
Updating of database continues throughout the year based on verbal or mail contact with individuals on the list.

### Building Method

Compiled and developed through intensive property research, direct mail and teleresearch communications.  
Mahlab build and develop this list to publish in a directory and to market to the property sector.

### Update Method

All companies on the list are individually contacted by telephone to confirm their details.



### Minimum Order

A minimum order of 200 records applies.

### Count/Data Delivery

Counts can usually be supplied within 24hrs of request, & Data can usually be supplied within three working days after an order is received.

### Data Flagging

Data can be flagged for reference against future orders if required.

### Purchase of Data

Available upon negotiation with list owner.

### Restrictions

A sample mail piece and / or telemarketing script must be submitted for approval by the list owner.

### Guaranteed Delivery (applies to single use only)

98%. If the deliverability guarantee is not met, Mahlab calculates the number of returns over and above our guarantee and multiplies that by the fee charged (less the commission) in the original order and issues the broker with a tax adjustment/credit note for this total.