

# Mortgage Bankers Association (MBA)

# MBA<sup>®</sup>

MORTGAGE BANKERS ASSOCIATION

		Base Rental Rates:	
		<u>MBA mbrs</u>	<u>All Others</u>
76,128	Total Names Available	\$145/M	\$195/M

The Mortgage Bankers Association (MBA) is the national association representing the real estate finance industry, an industry that employs more than 280,000 professionals in virtually every community in the country.

Headquartered in Washington, D.C., MBA invests in communities across the national by ensuring the continued strength of the nation's residential and commercial real estate markets; expanding homeownership and extending access to affordable housing to all Americans; and supporting financial literacy efforts.

For mailers, the demographic profile of MBA members delivers an intelligent, well-educated and highly motivated recipient of your mailing.

**Address Type:** 95% Business 5% Home  
**Source:** 100% Direct Mail Generated

**Demographic Information:** •Male: 65% •Female: 35%

MGI believes the data contained within this list to be correct, but cannot guarantee the outcome of any mailing. In no event will MGI's liability exceed the cost of the list.

#### Selections Available:

Hotlist of Decision Makers	\$30/M
Job Title	\$16/M
Specialty Type	\$16/M
Business Type	\$16/M
State, SCF	\$11/M
Key Code	\$8/M

#### Delivery Format:

Fulfill By Email	\$85 Flat
NCOA, if requested	\$125 Flat

#### File Update:

Quarterly

#### Last Update:

10/16

#### TERMS AND CONDITIONS:

- Minimum order: 2,000 names
- List rental for one-time use only
- Sample mailing piece required
- 48 hrs turnaround time once sample is approved by list owner
- Standard 20% commission to recognized brokers
- First time customers must prepay
- For rush order less than 5 days, add \$50
- Orders cancelled before mail date, \$50 plus applicable running charges
- Full payment required for orders cancelled after mail date.  
Reuse minimum (inquire)



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**Selections Available From Mortgage Bankers Association, page 2 of 2**

Raw counts are shown below before intrafile dupes are removed.

<b>HOTLIST of MBA Decision-Makers</b>	<b>count</b>
<b>C-Suite Bankers/Finance Professionals</b>	<b>18,654</b>
Includes job titles President, Principal, Partner, Proprietor, Owner, Mortgage Banker, Executive Vice President, Senior Vice President, Assistant Vice President, Vice President, Branch Manager, Chairman, Chief Executive Officer, Chief Financial Officer, Chief Operations Officer, Chief Info/Technology Officer	

<b>By Specialty</b>	<b>raw counts</b>
Combined	8,266
Commercial Banking	6,825
Commercial/Multifamily Banking	6,563
Multifamily	870
Residential Banking	46,392

<b>By Business Type</b>	<b>raw counts</b>
Accounting/Tax Services	228
Appraisal Services	374
Commercial Bank/Thrift	21,211
Conduit	235
Consulting Firm	2,714
Credit Reporting Company	213
Credit Service Bureau	352
Credit Union	1,325
Direct Private Lender	615
Independent Mortgage Bank	23,084
Law Firm/Attorney	3,619
Life Insurance Company	1,302
Mortgage Broker	900
Mortgage Servicer or Subservicer	3,142
Outsource Services	1,595
Private Mortgage Insurer	1,904
Technology Services (multiple)	5,113
<b>(more selects - inquire)</b>	

<b>By Job Title</b>	<b>raw counts</b>
Accountant	183
Account Executive	848
Administrator	157
Analyst	4,238
Assistant	494
Asst VP	1,474
Associate	1,037

Attorney	1,781
Auditor	400
Branch Manager	1,104
Business Development	611
Chief Exec Officer	685
Chief Financial Officer	361
Chief Information Officer	104
Chief Operations Officer	312
Closer Shipper	284
Compliance Specialist Manager	722
Comptroller/Controller/Treasurer	239
Consultant	1,207
Director	4,605
Executive	143
Executive Director	120
Executive Secretary/Exec Asst	444
Executive VP	958
Financial Analyst	447
General Counsel	117
Human Resources	211
Internal Technology	554
Loan Officer	4,955
Manager	9,036
Owner/Partner/Proprietor	1,371
President	1,260
Sales	1,053
Senior VP	1,550
Underwriter	1,888
Vice President	8,530
<b>(more selects - Inquire)</b>	

