

Putting Your List on the Market – An Overview

List rental revenue can immediately become a major source of new profit for your company, which can be used to offset your own marketing costs or simply add to the bottom line. There is absolutely no risk and very limited involvement is required of you as the list owner. The following is a summary of the steps in the process of putting a list on the market.

1. Review, sign and return the list management contract. Our contract outlines our commitment and responsibilities as your newly appointed list management firm and provides information on what is expected from you as a list owner as well.

2. Export your name file to a service bureau for list order fulfillment. Utilizing a service bureau for file maintenance and order fulfillment allows for the transfer of daily list processing tasks to a reputable third party. There is no out-of pocket cost for list processing – LLM pays the service bureau fees upfront and then deducts them from your incoming rental revenues. Service Bureaus can generally work with files in a variety of formats, but exporting in an ASCII tab or comma delimited format with a header record or in a fixed field format with separate layout is generally the preferred format. If you have last date of activity (purchase date) information, it's good to send this data along in addition to the required name and postal address data.

3. LLM will create your data card and other list marketing materials. Once file counts are received from the service bureau, we'll research similar lists on the market to determine appropriate pricing and presentation for your list. We'll create the materials necessary to promote your list and get the promotion process underway immediately.

4. Orders – you always have right of refusal. Unless other arrangements are made, every order will be sent to you for approval before it is processed. You can deny any list rental request that you feel is too competitive or inappropriate for your customers.

5. LLM works with your service bureau to get list orders processed and delivered. After list orders are approved, we will work with your service bureau to fulfill the order – no further list owner involvement is required. We'll also instruct the service bureau to add "seed" names to every order, which will be used to monitor the use of your list by the various offers you approve.

6. Order payment is collected by LLM and remitted to list owners twice a month. While most list firms send monthly payments to their clients, our list owners get their money faster. Additionally, LLM provides monthly reports that are easy to read and comprehend, so that you'll always know the status of orders and revenue payments.

7. Other benefits of having your list on the market. In addition to rental revenue gained, there can be other benefits to having your mailing list on the market. First, you will have greater access to mailing lists of other companies for your own mailings, as list reciprocity is often required. You might also find, as you make your list available to outside renters, that there is an ancillary benefit of learning what kinds of companies can successfully use your list. If your list works for them, then their list might also work for you. You might discover other lists or even whole market segments of lists that you can use successfully - ones that weren't obvious at first but that were revealed based on the successful use of your list by other marketers.

As you can see, the process is fairly simple, and we're always available to provide help at any point or address any questions you might have. It's just one more reason to choose List Locators & Managers as your list manager!

**LLM LIST LOCATORS
& MANAGERS, INC.**

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