



# NATIONAL SUPPLIERS COUNCIL MAILING LIST RENTAL ORDER FORM

We are pleased to provide NAA NSC members with mailing list rental access for a one-time use for direct mail efforts. The mailing list will be forwarded electronically in an Excel format to a third party, bonded mail house with the most current NAA data.  
*Data will include complete mailing information. Email address will not be provided.*

### Guidelines

- NSC member participation fee must be paid in full and up to date.
- Mailing lists file is limited to one-time use only. The list must be received by a third party, bounded mail house. Mail house must sign a non-disclosure agreement (provided by NAA) and be on file with NAA.
- Misuse of the electronic mailing file may result in a \$1,500 penalty fee and may result in litigation.

*Please complete and return this form to sales@naahq.org. NAA will send an electronic file to the third party, bonded mail house you indicated below.*

Date File Needed \_\_\_\_\_

NSC Member Company \_\_\_\_\_ NAA ID# \_\_\_\_\_

Name/Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

*Please provide information on outside mail house.*

Mail House \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_



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## NSC Mailing List Segmentation

The following are examples of suggested NAA member segments to use in determining the target groups for your mailing list rental. Please indicate the groups you would like to target on the following page.

### Member Types

**Associate:** Individuals that work for industry vendors.

**Management Company CEOs:** Individuals that hold the top position at management companies.

They have CEO, President, Partner or Owner in their job title.

**Executive Level at Management Company:** Individuals that work for management companies and have the title of VP or other C level position (ex. COO, CFO, CIO) in their job title.

**Regional (Mid) Management personnel:** Individuals that work for management companies and have Director, District, Regional, Operations, Multistate or National in their job title, and individuals that work for a management company's regional office but do not have a job title on file.

**Management Company:** Individuals that work for management companies (head office) but do not have a job title on file or one that cannot be defined into one of the groupings above.

**Personnel Onsite Personnel:** Individuals working at communities or properties.

These are typically Community Managers, Leasing Professionals, and Maintenance personnel.

**Owner/IRO:** Independent rental owners with fewer than 500 units.

### Member Counts by Unit Range

Number of Units	0	1-100	101-500	501 1000	1,000 2000	2001 5000	5001+	Total
Associate	12,995							12,995
Management Company CEOs	81	134	116	52	48	42	29	502
Executive Level at Management Company	35	14	64	41	50	79	66	349
Regional (Mid) Management personnel	51	12	128	60	71	87	53	462
Management Company Personnel	788	935	1,260	547	445	454	254	4,683
Onsite Personnel	1,910	4,370	11,486	571	179	79	59	18,654
Owner/IRO	2,094	18,505	897	0	0	0	0	21,496



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## NSC Mailing List Selection

Please indicate the groups you would like to target below.

### Member Types

**By Job Description:**

- Associate
- Management Company CEOs
- Executive Level at Management Company
- Regional (mid) Management Personnel
- Management Company Personnel
- Onsite Personnel
- Owner/IRO

### Geographic Selects

**By Region:**

- Mid Atlantic (DE, DC, MD, NJ, NY, PA, VA, WV)
- Midwest (IL, IN, IA, KS, MI, MO, OH)
- Mountain (CO, ID, MT, UT, WY)
- New England (CT, ME, MA, NH, RI, VT)
- Upper Midwest ( MN, NE, ND, SD, WI)
- Pacific (AK, CA, HI, OR, WA)
- Southeast (AL, AR, FL, GA, KY, MS, LA, NC, SC, TN)
- Southwest (AZ, TX, OK, NV, NM)
- Specific States: \_\_\_\_\_
- Entire United States:** check here if you would like the entire list

### Records

**Number of Records Requested**

\_\_\_\_\_ x \$100 per 1,000 = \$ \_\_\_\_\_

**Total Due \$** \_\_\_\_\_



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*\*Please note: Mailing lists will not be processed until payment is received in full.*

### Payment Method

Check Enclosed     Charge my:  Visa     Mastercard     AmEx

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

### List Rental Terms Agreement

As a representative of my company, I hereby agree to the following terms outlines with respect of the use of the mailing lists provided by the National Apartment Association:

1. Mailing lists are available on a one-time basis. Subsequent and unauthorized uses are not permitted. Lists contain seed names to detect improper uses.
2. We guarantee that this list will not be copies or reproduced in any way, sold, or otherwise used by anyone other than ourselves.
3. Mailing lists may be used only in conjunction with promotional materials. These materials are to be submitted to NAA in advance for approval.
4. Mailing list will only be sent to a third-party mail house. This includes lists provided on mailing labels, lists on the disk or list sent via email.
5. NAA reserves the right to deny your request for renting mailing list.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

*Please complete this form and return to:*

**Kimberly Sigman**

Sales and Marketing Coordinator  
National Apartment Association  
4300 Wilson Blvd., Suite 400, Arlington, VA 22203  
Sales@naahq.org  
703/797-0637; Fax: 703/248-9441



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