



SUBSCRIPTION FORM

Bi-Weekly

Check area and term for each area.
Fill out company information on the form below, and return
with your payment. Thank you!

AREAS	3 mo.	6 mo.	12 mo.
Northern Michigan	—	—	—
Traverse Bay Area	—	—	—
Lansing	—	—	—
Washtenaw/Livingston/ Jackson	—	—	—
Kalamazoo/ Allegan-Barry	—	—	—
Grand Rapids	—	—	—
Lakeshore	—	—	—

PRICING	3 mo.	6 mo.	12 mo.
e-mail or regular mail			
1 area	\$150	\$285	\$525
2 areas	295	550	995
3 areas	425	790	1395
4 areas	545	1005	1755
5 areas	655	1195	2050
6 areas	710	1305	2190

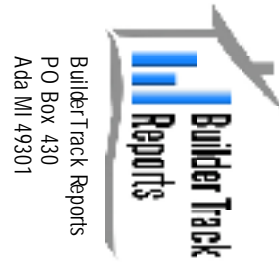
Special Offer: use e-mail -pay for 6 areas and get
the next area free.

Company Name _____
 Attention _____
 Address _____
 City _____
 State, Zip _____
 Phone _____
 Signature _____

Signer agrees that the reports are for the use of the subscriber
only and are not to be provided to any non-subscriber.

For E-mail Service:

E-mail address _____



A bi-weekly report designed to
make calling on
Residential Building Projects
and Builders
easier than you
ever thought possible!



Get on track
Stay on track

WHAT ARE BUILDER TRACK REPORTS?

Our bi-weekly reports are easy to read and use and are designed to improve your business. Builder Track Reports are your source for the most current information on new residential building starts, including:

- * Site Address
- * Construction value and/or sq. ft.
- * Builder's name, address, phone and a contact person
- * Type of project: single family, condo, apartment, etc.
- * Homeowner information (when available), including name, address, and phone number



What People Are Saying

"Builder Track is an essential part of our business. We have been able to build our client base... It has proven to be a good source for client leads!"



Need a sample report?
Want to know about our other reports?
Call us or visit www.buildertrackreports.com

WAYS TO USE BUILDER TRACK REPORTS

ON-THE-ROAD SALESPERSON TOOL

Why drive all over looking for new building starts?

TELEPHONE REFERENCE SOURCE

Let your fingers do the walking. We provide you with the builder contacts and phone numbers.

BUILDER TARGETED MAILINGS DATABASE

Send out literature to the builder who can use your product or service at the time he needs it.

VALUABLE MANAGEMENT TOOL

Know your market share. Know who your salespeople are calling on and who they are not.

TARGET HOMEOWNERS

Find homeowners who are building without a contractor. A growing part of the market.

TIME SAVER TOOL

Work on one job and prospect for others before or after hours. Great for the sole proprietor working alone.

PAST CUSTOMER SOURCE

Don't let past customers fall through the cracks. Use Builder Track Reports to find and keep past customers for your company.

HOW BUILDER TRACK REPORTS ARE SENT

Allow us to e-mail the report to you and you will get a text file to print on your own computer and a data file (Excel format) that makes mail and envelope merging easy! Standard reports are printed and sent first class mail. Builder Track Reports are published bi-weekly, 26 times per year. Builder Track reserves the right to determine exact coverage areas for each report.

MATCH YOUR MARKET!

SUBSCRIBE TO THE AREA THAT MATCHES YOUR MARKET

Single family starts, Condo, duplex, apartments, large remodels, and selected commercial permits give you business opportunities.

GRAND RAPIDS AREA: Covers Kent County except for Spencer Township.

KALAMAZOO/ALLEGAN-BARRY AREA: Kalamazoo County plus Battle Creek area, west to Paw Paw. Most of Allegan and Barry.

LAKESHORE AREA: Ottawa, most of Muskegon, and Oceana Counties.

LANSING AREA: Lansing and surrounding areas in Ingham County all of Clinton, Ionia, and Eaton Counties.

NORTHERN MICHIGAN AREA: Emmet, Charlevoix, Antrim, Cheboygan, and Otsego Counties.

TRAVERSE BAY AREA: Covers Leelanau, Grand Traverse, Kalkaska, Wexford, Benzie.

WASTENAW/LIVINGSTON/JACKSON AREA: All of Wastenaw and Livingston except within the city limits of Brighton and Howell, and the eastern 2/3rds of Jackson County.



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