

# List Profile for: Financial Planners – Fairfax AssetLink

## List Type: Business

<b>What's This List About?</b>	<p>Fairfax Business Research's AssetLink is a key source of customer intelligence on the nation's financial planning industry.</p> <p>Offering you unparalleled access to this prominent group, AssetLink contains valuable information on over <b>8,400</b> financial planning professionals.</p>																																					
<b>Pricing &amp; Selections</b> <i>ex GST</i>	<p><b># of records</b></p> <p><b>Pricing</b></p>	<p>Over 8,400 records</p> <table border="0"> <tr> <td>Mail &amp; Telemarketing Data Rental</td> <td>49.5c per record</td> </tr> <tr> <td>Extra Company Info*</td> <td>10c per record extra</td> </tr> <tr> <td>Mail &amp; Tele Data Purchase</td> <td>\$2 per record</td> </tr> <tr> <td>Mail &amp; Tele &amp; Fax PLUS extra Company Info*</td> <td>\$2.50 per record</td> </tr> <tr> <td>Setup</td> <td>\$350.00 and above</td> </tr> <tr> <td>Orders must be to the value of...</td> <td>\$800.00 and above</td> </tr> </table> <p><i>* Funds under advice, employees, dealer group, associations, professional designation, company main activity.</i></p>	Mail & Telemarketing Data Rental	49.5c per record	Extra Company Info*	10c per record extra	Mail & Tele Data Purchase	\$2 per record	Mail & Tele & Fax PLUS extra Company Info*	\$2.50 per record	Setup	\$350.00 and above	Orders must be to the value of...	\$800.00 and above																								
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	<b>Selections</b>	<ul style="list-style-type: none"> <li>-Name, Telephone, Fax, Address</li> <li>-Job title and function</li> <li>-Main business activity</li> <li>-Number of employees in each practice</li> <li>-Funds under advice</li> <li>-Dealer groups</li> <li>-Professional designation and association memberships</li> </ul> <p><b>Job Function Breakdown</b> (numbers subject to final count)</p> <table border="0"> <tr><td>-Accountant</td><td>306</td></tr> <tr><td>-Banker</td><td>43</td></tr> <tr><td>-Finance Executive</td><td>548</td></tr> <tr><td>-Financial Consultant</td><td>177</td></tr> <tr><td>-Financial Planner/Adviser</td><td>6,730</td></tr> <tr><td>-Fund Managers</td><td>207</td></tr> <tr><td>-Insurance Broker</td><td>83</td></tr> <tr><td>-Other</td><td>31</td></tr> <tr><td>-Paraplanner</td><td>267</td></tr> <tr><td>-Stockbroker</td><td>60</td></tr> </table> <p><b>Company Main Activity</b> (numbers subject to final count)</p> <table border="0"> <tr><td>-Accounting</td><td>475</td></tr> <tr><td>-Asset Consulting</td><td>54</td></tr> <tr><td>-Banking</td><td>392</td></tr> <tr><td>-Financial Planning</td><td>6,663</td></tr> <tr><td>-Funds Management</td><td>414</td></tr> <tr><td>-Insurance/Super</td><td>283</td></tr> <tr><td>-Mortgage Broking</td><td>25</td></tr> <tr><td>-Stockbroking</td><td>137</td></tr> </table>	-Accountant	306	-Banker	43	-Finance Executive	548	-Financial Consultant	177	-Financial Planner/Adviser	6,730	-Fund Managers	207	-Insurance Broker	83	-Other	31	-Paraplanner	267	-Stockbroker	60	-Accounting	475	-Asset Consulting	54	-Banking	392	-Financial Planning	6,663	-Funds Management	414	-Insurance/Super	283	-Mortgage Broking	25	-Stockbroking	137
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<b>Anything Else I Need To Know?</b>	<p><b>Deliverability</b></p> <p><b>Terms &amp; Restrictions</b></p>	<p>95% within 30 days of delivery</p> <p>Rental data will <u>only</u> be sent to a mail house. Purchased data is sent direct to you. A sample of your creative is required for prior approval. List not to be on-sold to any other company. List is seeded with "spies" to detect fraudulent use.</p>																																				
<b>Delivery Format &amp; Turnaround Time</b>	<p><b>Format</b></p> <p><b>Turnaround</b></p> <p><b>Payment Terms</b></p>	<p>Emailed in Excel format. Ask about other formats</p> <p>Within 3 days after payment is confirmed.</p> <p>Pre payment (unless otherwise negotiated).</p>																																				

