

## FINANCIAL

A database created specifically for financial institutions to:

- Identify new high net-worth prospective clients;
- Identify existing high net-worth customers within your database whose wealth profile is currently unknown;
- Identify social status, interests and family status and passions of prospective clients;
- Apply analytics to sell additional services to existing customers
- Expand and improve the company's client database;
- Build a one-to-one relationship with each high net-worth customer; and,
- Find unknown relationships between existing clients and other high net-worth individuals

Included with this database is a simple, user-friendly program called RainMaker Data, with point-and-click technology that enables users to easily access detailed information on these affluent individuals.

RainMaker Data provides detailed profile information with valuable links and specialized search engines displaying highly detailed information on prospective or current donors that match RainMaker's database. Information, such as demographic information, lists of specific political donations, IRS 990 forms for family foundations and SEC insider transactions are included and easily accessible.

In addition, RainMaker Data will analyze the matches in the aggregate, graph levels of assets and highlight potential opportunities. The information you receive is automatically updated, keeping you current on the latest news about your top prospects. This information is available from any location, 24 hours a day, 7 days a week and on various

computers at the same time. Plus, you can link to it from any lead management system.

For organizations with headquarters and regional offices, RainMaker Data can screen and profile an unlimited number of prospects and donors.

For consultants, RainMaker Data is available on an individual subscriber basis. The same information and access are provided, but the program is designed to screen and profile smaller numbers of individuals and a specific geographic area.

The database was recently upgraded and now offers over 4.1 million IP address matches, reaching a population of 11.6 million Americans that is available for programmatic digital marketing at a significantly lower cost than regular mail or telemarketing. Both are available for a low, fixed annual fee, which, in most cases, is a small percentage of the cost of using a research company.

### **See for yourself**

RainMaker welcomes the opportunity to demonstrate our RainMaker Data by offering a free profile screening of your current donors or prospects (10,000 maximum). When you see the results of your donors' profiles, you'll be amazed.