

# MEET THE AVERAGE RSVP HOMEOWNER

Your RSVP postcard will be received personally by the most upscale and affluent homes in each of our mailing regions.

Home value average \$710,000\*

Household income average \$195,000\*

84% are between the ages of 34-64

82% have children and/or grandchildren

67% have college degrees

72% hold management positions

Top earners — doctors, executives, business owners,  
and high-tech professionals

Big supporters of the arts and charities

Active investors in the stock market

Dine out often, particularly in fine restaurants

Highly educated

Continuously improving their homes

Highest income and savings levels

Own 2 or more luxury automobiles

*\*Amounts reflect averages for all  
Bay Area markets, and will vary by  
individual market.*



"If they can afford  
your product or service,  
they're on our list!"



# RSVP<sup>®</sup>

POSTCARD DECK  
ADVERTISING