

### **OVERVIEW OF CAPABILITIES**

Thank you for perusing this brief summary of the services we perform. We have purposely kept it to a concise level, but of course, can expand in great depth on any elements covered.

The fact that we have been operating nationally for more than 24 years, means nothing unless we can provide you with unbiased advice and service that makes you wish to use us again.

Over that period, we have seen a number of trends (and “experts”) come and go. The last few years has seen a marked rise in “entrepreneurs” entering the lists business, promising all wonderful things and taking what they can extract quickly, underperforming, then using the internet as a cover to avoid any drama.

However, our clients have found it’s hard to beat the application of qualifications and experience when your money is involved.

We have always found the underlying issue is to understand what our customers want, offer other alternatives if we believe the end result will be better and perform our tasks within timeframes and budgets.

#### ***Here are the main services we conduct.....***

##### **Marketing Lists:**

- Business and Consumer Lists
- Mailing, Telemarketing, Email or Fax Data
- Australian and International Lists

**Gold Coast** 23 Rankin Parade, Main Beach QLD 4217 Ph **07 5527 0444**

**Sydney** P O Box 36 Lane Cove NSW 2066 Ph 02 9011 7731

Email : [database@listbroker.com.au](mailto:database@listbroker.com.au)

Web : [www.listbroker.com.au](http://www.listbroker.com.au)

### Processing:

- Mail Processing
- Telemarketing Campaigns
- Email Broadcasts
- Fax Streams

### Other Services:

- Bar coding
- Database Cleaning
- Database Verification
- Data Appending/Data Entry
- Printing/Labels/Envelopes

Of course there are many variations of what our clients want and we encourage that.

In over 10,000 transactions, we have worked with practically every industry type across Australia and overseas, all sharing the common desire for a service from us, that they often recommend, even when their campaign results may not meet their expectations.

You can be assured we can competently handle what you need.

### ***A few details about our Principal....***



President Southport Chamber of Commerce

Board member Gold Coast Commerce QLD

Member of Advisory Committee Light Rail Project

Board member of Qld Chamber of Commerce Gold Coast

Chairman of Prevent Youth Suicide Organisation

Ex Adjunct Fellow at Bond Uni lecturing in Direct Marketing.

Qualified with Diploma Marketing/Cert. Direct Marketing/Exec Member Fundraising Association/

Past Chair Aust Direct Marketing Assoc. QLD, Past Board member Fundraising Assoc. QLD

***Previous senior marketing roles.....***

[State Manager Marketing QLD....Dun and Bradstreet Brisbane](#)

June 1984 – November 1986 (2 years 6 months)

[National Advertising Manager..Consumer Products....Philips Australia Melbourne](#)

February 1986 – April 1988 (2 years 3 months)

***In summary, this is why our clients first consider, then use us.....***

**\* Professionalism**

All services are unmatched in this Industry and so is our integrity!

**\* Personal Service**

Our clients are our business. We tailor our services to meet your individual needs to achieve your specific goals.

**\* C.A.R.E**

Customers Are Really Everything....we will ensure you receive the best possible service through all your dealings with us.

**\* Expertise**

Our 24 years of experience in databases across a wide variety of industry sectors is the main reason for our successful track record.

**\* Flexibility**

There is a wide range of services we can offer above and beyond databases to cater to your unique requirements.

**\* Support**

It's just a phone call away! Help is always readily at hand....we are contactable 5 days a week from 6am to 7pm.

**\* On-going Commitment**

Continued contact and correspondence will be maintained to ensure continuing satisfaction - we won't forget you!

**\* Quality**

Each Account Manager and Staff member is conscious of the need to be continually striving for excellence to ensure the highest level of service for you.

**\* Ingenuity**

We take an active interest in our clients and are always looking for ways to improve your response rates.

**\* Transparency...we are Accountable**

Your money will be wisely spent!

**\* Fast-tracked**

We will handle your Campaign as urgently as you need it. If you are in a hurry, that's what we are used to.

*A selection of recent past clients.....*

Tenex	Optus	STB Marketing UK
Chase Manhattan	Motor Neurone Disease	Ast Pharmaceuticals
Bigpond	Pfizer	FKP Ltd
Executive Assistance	Edith Cowan University	Microchannel
Brisbane City Council	Mercers	Cordells
Univ. Of Sydney	Chamber of Commerce	Swinburne Univ.
I P A	A C Neilsen	Cota Insurance
The Professionals	P A Research	Supersight
Hear and Say	M S Society	Metropolis Research

We thank you for considering our services.

*Laird*

Laird Marshall  
**Managing Director**

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