Insurance Agents Turn to Dataman Group Direct in Search for Reliable Homeowner X-Date Data.

Insurance agents seeking dependable Homeowner X-Date data are increasingly turning to Dataman Group Direct after trying other replacement sources.



Dataman Group Homeowner X-Date Lists - Ready When You Are

BOCA RATON, FL, UNITED STATES, September 14, 2026 / EINPresswire.com/ -- Dataman Group Direct is seeing increased demand for its Homeowner X-Date Lists as insurance agents across the country search for reliable sources of homeowner insurance renewal data.

Changes in the insurance data marketplace have left many agents looking for new X-Date providers. According to Dataman Group Direct, a growing number of the agents contacting the company have already tried alternative sources—and are continuing their search for data they can confidently incorporate into their prospecting programs.

“We’re hearing the same story again and again,” said Dale “Data Dale” Filhaber, CEO of Dataman Group Direct. “Agents tell us they tried another source because they needed to replace a provider they had relied on in the past. Then they call us because they’re still looking for a dependable X-Date solution.”

Why X-Date Data Matters

Unlike general homeowner prospecting data, X-Date lists give insurance agents an important additional piece of information: the month a homeowner’s insurance policy is expected to renew.

That timing allows agents to build consistent prospecting campaigns around upcoming renewal opportunities rather than marketing to homeowners at random.

Dataman Group Direct's Homeowner X-Date Lists can include:

- Homeowner insurance renewal month
- Geographic targeting by ZIP code, county or radius
- Scrubbed telephone numbers
- Email addresses where available
- Property information for additional targeting and personalization



Insurance agents need to market to Homeowners at the right time

Agents can use the data for direct mail, telephone and email campaigns, creating a coordinated multi-channel approach to homeowner insurance prospecting.

> Agents are looking for X-Date data they can rely on. They want accurate timing, usable contact information and a data partner they can actually talk to."
>
> *Dale "Data Dale" Filhaber, CEO, Dataman Group Direct*

The Difference Is More Than the X-Date

Filhaber says the recent influx of inquiries has reinforced something Dataman Group has emphasized for years: simply having an X-Date field isn't enough.

"Agents don't just need a list with a renewal month attached to it," Filhaber said. "They need data they can actually market with. They need geographic flexibility, contact information and someone they can call when they have a question about the data or how to use it."

Dataman Group works directly with agents to help determine appropriate geography, quantities and timing based on their individual marketing programs.

Getting There Before the Renewal

For insurance agents, knowing the renewal month creates an opportunity to approach homeowners before they automatically renew with their existing carrier.

Dataman Group recommends beginning outreach approximately 30–45 days before the renewal

month, giving agents time to introduce themselves and begin a conversation before the homeowner makes a renewal decision.

“Timing has always been one of the most important pieces of insurance marketing,” Filhaber added. “If you know who to reach and when to reach them, you’re already starting with an advantage. Our job is to give agents the data they need to be first in the door.”



Dataman Group’s Homeowner X-Date List helps insurance agents connect before renewals.

About Dataman Group Direct

Founded in 1981 and based in Boca Raton, Florida, Dataman Group Direct provides targeted marketing data for insurance, mortgage, pest control, water quality, home improvement and other industries throughout the United States.

Dataman Group specializes in helping businesses identify and reach prospects based on life events, property characteristics, demographics and timing indicators through direct mail, telephone and email marketing.

Better Data. Smarter Marketing. Stronger Results.

For more information about Dataman Group Direct’s Homeowner X-Date Lists, visit DatamanGroup.com or call (800) 771-3282.

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