

A NEW PRIVATE SERVICE FROM BOOKYOURDATA

BeSpoke

*Private list
building.*

We build the audience nobody else can find.

A private list-building service from the team at Bookyourdata, for clients whose buyer doesn't show up in any off-the-shelf database. Sample first. Three days to delivery. Source-proven.

97%

EMAIL DELIVERABILITY

100%

SOURCE-PROVEN

3 days

TO MASTER FILE

0%

PRE-BUILD RISK

CONFIDENTIAL · PREPARED FOR
PROSPECTIVE BESPOKE CLIENTS

Your buyer isn't on a shelf.

Most off-the-shelf databases work fine for the obvious 80%: executives at companies you can already name, agency owners, the usual decision-maker rolodex. **The hard part is everyone else.**

- Japanese expats working at Stripe-tier fintech companies in Los Angeles
- Owner-operators of niche businesses who never made a LinkedIn page
- Newly-licensed agents, attorneys, doctors credentialed in the past 30 days
- Specialists filtered by procedure volume, case count, or transaction history
- Collectors and specialty buyers with documented six-figure purchase trails
- Decision makers found by event signal, not by job title

WHEN THE LIST DOESN'T EXIST

...you have two real options.

OPTION ONE

Hire a research team in-house.

Budget \$8K to \$15K a month, 60 to 90 days.

OPTION TWO

Have us build it for you.

Fixed fee, days, not months.

That's what BeSpoke is for.

A private list build.

You bring the spec. We come back with the list nobody else has. **Sample first. Approve. Pay 25%. Master file in three business days.**

i.

Spec it.

You write a short brief. We come back with a build plan and ask the questions worth asking before any work starts.

ii.

Prove it.

A free 10-row sample, every email deliverable, every row carrying a public proof URL so you can spot-check fit before paying.

iii.

Send it.

25% kicks off the build. Master file in three days, 97% deliverable, dedupe-clean, formatted for the shape of your stack.

SCOPE

Not just B2B.

B2B firms, indie creators, licensed practitioners, specialty buyers, regulated operators, family offices, collectors. If a public trail exists, we can verify it. If it doesn't, the cell stays blank.

Eight examples to spark the brief.

Name the audience, name the signal, name the source. Then we hand-build it.

I. **Luxury real estate broker-owners**

Broker-owners with active listings over \$5M in Florida, California, and Hawaii.

MLS • SOTHEBY'S, COMPASS, COLDWELL GLOBAL LUXURY

III. **Surgeons by procedure volume**

Board-certified plastic surgeons performing 200+ rhinoplasties a year in top US metros.

REALSELF • ABPS CERTIFICATION • PUBLISHED CASE COUNTS

V. **Tabletop creators with paid traction**

Patreon tabletop RPG creators with \$5K+ MRR and a Kickstarter project history.

PATREON • KICKSTARTER • GEN CON, PAX EXHIBITORS

VII. **Real estate agents licensed this month**

Florida agents who received their license in the past 30 days, with broker affiliation.

FREC LICENSE REGISTRY • NRDS • BROKERAGE ANNOUNCEMENTS

II. **Yacht brokers, recent transactions**

Central agents for motor and sail yachts over 80 feet, sold in the past 12 months.

YACHTWORLD • IYBA, CPYB • PUBLIC SALE RECORDS

IV. **Japanese expats at LA fintech firms**

Japanese nationals working in Los Angeles at fintech companies in the Stripe peer set.

LINKEDIN • USCIS H-1B • JETRO LA • CRUNCHBASE

VI. **Founders building again after an exit**

CEOs of a new venture who exited a prior company for \$10M+ in the past 24 months.

CRUNCHBASE • LINKEDIN JOB-CHANGE • EXIT ANNOUNCEMENTS

VIII. **Newly opened independent dental practices**

Dentists who opened a new private practice in the past 6 months across US metros.

NPI REGISTRY • STATE DENTAL BOARDS • ADA DIRECTORY

What you actually receive.

Shaped around your spec — not a fixed schema. Three anonymized snapshots from three different builds.

SAMPLE 01 · LUXURY REAL ESTATE BROKER-OWNERS (\$5M+ ACTIVE LISTINGS)

NAME	ROLE	MARKET	TOP LISTING	MOBILE	PERSONAL EMAIL	SOURCE URL
Catalina Restrepo	Broker-owner	Aventura, FL	\$8.2M	+1 30527	catalina.r@gmail.com	sothebysrealty.com/...
Theo Whitford	Broker-partner	Malibu, CA	\$11.4M	+1 31048	t.whitford@me.com	compass.com/agents/...

SAMPLE 02 · VINTAGE TIMEPIECE COLLECTORS (PERSONAL EMAIL ONLY)

NAME	FOCUS	COUNTRY	RECENT ACQUISITION	MOBILE	PERSONAL EMAIL	SOURCE URL
Naomi Okoye	Patek Philippe	UK	Nautilus 5711 · \$480K	+44 2084	n.okoye@protonmail.com	hodinkee.com/profile/...
Priya Nair	F.P. Journe	India	Chronomètre Bleu · \$185K	+91 9852	priya.collects@gmail.com	watchuseek.com/u/pn

SAMPLE 03 · FLORIDA REAL ESTATE AGENTS LICENSED IN THE PAST 30 DAYS

NAME	LICENSE DATE	BROKERAGE	MOBILE	WORK EMAIL	SOURCE URL
Yuki Maeda	2026-04-28	Coldwell Banker Premier	+1 56112	y.maeda@cbpremier.com	frec.myfloridalicense.com/...
Diego Ferreira	2026-05-04	Keller Williams Realty	+1 81367	dferreira@kw.com	frec.myfloridalicense.com/...

Three different builds, three different column schemas. Every row carries a public Source URL. **We never fabricate; cells stay blank when no public proof exists.**

This isn't a bigger filter.

It's a research team on a single project.

Self-serve credits buy database access. BeSpoke
buys hand-built list construction.

01

Human spec engineering

A senior operator reads your brief, asks the right questions, and writes a build plan you sign off on first.

02

Multi-source discovery

Seven public-data discovery engines run in parallel. No single database is wide enough alone.

03

Manual research where needed

Pseudonymous creators, niche operators, and signal-based personas get hand-resolved one row at a time.

04

Three-pass email check

Syntax, SMTP, real-time deliverability. Re-checked the day of handover. Self-serve runs single-pass.

05

Source URL on every row

A public proof URL attached to every record. Extra work self-serve databases skip entirely.

06

Custom column schema

Your file gets the exact columns your stack needs, not a one-size-fits-all CRM export.

07

Replace-on-bounce promise

Bounces get replaced free. A persona miss gets re-sampled free of charge until it lands.

08

Sample-first proof

A 10-row verified sample before you spend a dollar, so you see fit before committing.

Self-serve gives you 12 billion records and a filter UI. BeSpoke gives you the audience your team actually needs.

A vintage timepiece audience, *2,500 collectors in three days.*

Anonymized at the client's request. Outside B2B entirely. Built from auction records and collector communities.

THE CHALLENGE

Verified buyers, not browsers.

A luxury auction house was launching a private timed sale of vintage Patek Philippe, F.P. Journe, and A. Lange & Söhne. They needed verified collectors with documented six-figure purchases in the past 24 months. Not enthusiasts. Buyers.

THE BUILD

Four signals, one audience.

Auction-buyer registrations at Phillips, Christie's, Sotheby's; verified profiles on Hodinkee and Watchuseek; dealer-roster mentions from Wempe, Material Good, Bucherer; AHCI collector lists. Sample in 30 hours. 2,512 records, three days later.

THE RESULT

4× reply rate. Three pieces sold.

The first private-sale invitation returned a 4× reply rate against the client's existing buyer list. Three pieces sold above estimate within 48 hours. The house has since commissioned three more builds.

2,512

RECORDS DELIVERED

3 days

DEPOSIT TO HANDOVER

97%

DELIVERABILITY AT SEND

4×

REPLY RATE VS PRIOR LIST

Why BeSpoke *exists.*

The BeSpoke team

BOOKYOURDATA · BUILDING SINCE 2014

Most off-the-shelf data is built for the obvious 80%: executives at companies you can already name, agency owners, the usual decision-maker rolodex.

After more than a decade running Bookyourdata, the requests we hear most often are the ones our self-serve platform can't answer. You want vintage watch collectors with six-figure purchase history. Real estate agents licensed this month in Florida. Japanese expats at LA fintech companies. Niche operators no filter UI supports.

B2B is where we started. The work hasn't stayed there. **If a public trail exists, BeSpoke can build the list for it.** Researched by humans. Verified three times. Proven row by row.

*If your buyer doesn't show up on the obvious shelf, send us the brief.
We'll come back with the list.*

BeSpoke starts at *\$499*.

Prices below are one-time, per build. Every build sized to the spec, same quality bar at every tier. Request a quote for your exact volume.

\$499 1,000 RECORDS	\$699 1,500 RECORDS	\$999 2,500 RECORDS	\$1,299 3,500 RECORDS	\$1,599 5,000 RECORDS
\$1,799 7,500 RECORDS	\$1,999 10,000 RECORDS	\$2,599 15,000 RECORDS	\$3,999 25,000 RECORDS	\$5,399 35,000 RECORDS
\$6,999 50,000 RECORDS	\$9,999 75,000 RECORDS	\$10,999 100,000 RECORDS	\$12,999 150,000 RECORDS	\$17,999 250,000 RECORDS

RECURRING · OPTIONAL

One-time or recurring — however you want it.

Every build above is one-time by default. If you’d rather an audience stay current, we’ll optionally set up a standing brief and refresh it on your schedule — e.g. every new Florida agent licensed in the past 30 days, on the first of each month. Just talk to us about cadence.

Send us your spec. *We'll build it.*

Tell us who you want to reach. We'll come back within 24 hours with a build plan and a free 10-row sample. Zero commitment until the sample lands.

EMAIL

bespoke@bookyourdata.com

WEB

bookyourdata.com/bespoke

WHAT TO INCLUDE IN YOUR BRIEF

- Who you're trying to reach (be specific)
- How many records you need
- Which fields matter most
- Any examples of the persona
- One-time or recurring build