

3 DE-DUPING SCHEMES

(Assuming Address, City, State and Zip are the same)

Exacts - exact matches

1 per address - only one record per address. If there are multiple records at the same address, delete ALL but one (missing apartment numbers can wreak havoc with this one)

1 per household - delete only records that have the SAME LAST NAME.

For example: John Smith
 Jane Smith
 Jane Doe

Delete **EITHER** John Smith **or** Jane Smith and KEEP Jane Doe (records kept should ALL have different last names).

Please keep in mind that de-duping is not an exact science. Hyphenated names, misspellings (names & street addresses), married names versus maiden names, Mr. and Mrs. Last name versus individual names and PO Boxes versus street addresses can create duplicates that are difficult to catch.

We'll do the best we can but chances are we won't catch them all.