

# The New Mover Product Suite *by* HomeData

Be the first to reach in-market buyers seeking new products and services

Approximately 31 million Americans move annually. During a move, these consumers are significantly more likely to interact with new brands, increasing spend on products and services. Is your brand reaching this highly coveted audience?



## Tap Into the Spending Power of New Movers

Approximately 31 million Americans move annually. During a move, consumers are much more likely to interact with new brands, increasing their spend on a number of products and services. Is your brand reaching this highly coveted audience?

The average American **spends \$11,000 per move** with 8 out of 10 movers **investing in home improvements and repair projects**

90% of new movers are **willing to try new brands** and 88% are willing to **test a new service provider**

Millennials (born between 1981 and 1996) are now the **largest generation of U.S. home buyers** and represent greater than **\$2.5 trillion in spending power**

With HomeData, up to six months of New Mover data is available, including a weekly hotline file that highlights the most recent moves. Broad coverage of consumer moves is ensured through sources that include deed recordings, telephone/utility connections, and proprietary address changes from credit cards and magazine subscriptions. Available selects include:

- Age
- Distance of Move
- Dwelling Type
- Education
- Ethnicity - Race
- Gender
- Home Market Value
- Homeowner/Renter
- Presence of Children
- Previous Address Flag
- And more!

## Benefits



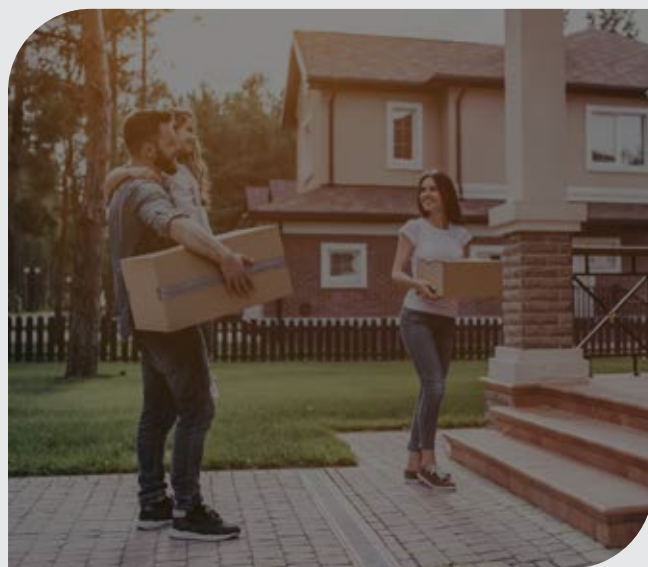
Access New Mover data with decades of compilation history from a collection of unique sources.



Reach your audience more quickly than with traditional datasets that update less frequently.



Utilize AccuLeads' subscription services to automate the New Mover data delivery process.



## Add Focus to Your Campaign with Multiple New Mover Segments

HomeData's New Mover audience includes multiple segments, each with a unique focus that enables your brand to create customized messaging and valuable offers for your intended market.



### HomeData Pre-Movers

Discover a unique set of consumers preparing to move. With a home listed for sale, these pre-movers are actively seeking services that correlate with their stage of the home sales cycle. Pre-Mover data is sourced from online real estate listings and is updated every other week. Please note that only a portion of the records have contact names associated.



### HomeData New Connects

Benefit from another means to identify and contact consumers that have recently moved. New Connects have established landline telephone service at their new place of residence. Up to twelve months of New Connect data is available including a weekly hotline file for the most current movers. New Connect data is sourced from local and national telephone companies.



### HomeData New Homeowners

Tap into the purchasing power behind home ownership. These consumers have the added value of credit worthiness associated with a recent home purchase. Up to twelve months of New Homeowner data is available including a weekly hotline file for the most current home buyers. New Homeowner data is compiled primarily from deed recordings and tax assessor data.

## Increase Your Audience with HomeData Combined New Movers

Leverage one of the most unique offerings on the new mover market: HomeData's Combined New Mover dataset. This exclusive compilation combines three distinct data sources — New Movers, New Homeowners, and New Connects — to deliver increased coverage with additional access to varying types of recent moves.

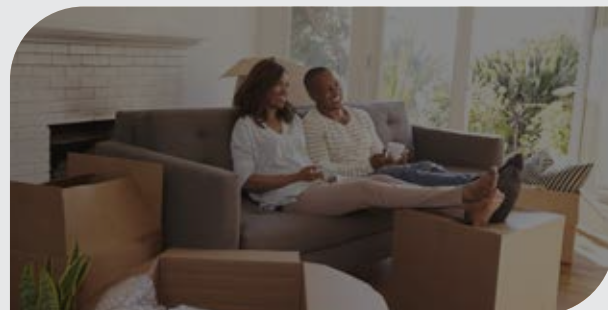
## Experience the Ease of Hotline Subscriptions

Automate your New Mover dataset purchases with AccuLeads' Hotline Subscription Service, which is ideal for brands with ongoing campaigns relevant to these dynamic consumers. Our automated file delivery protocol ensures you are working with the most current consumer records each week. You select the target audience and we will deliver the data immediately following each update based on the parameters you establish.

## Learn of Moves within Your Customer Data

Identify consumers that have moved into or out of your geographic location with our exclusive New Mover enrichment service. We match your first-party data to identify customers no longer living within your footprint. Where matched records indicate a move out of area, a flag is applied. These records should not be included in future campaign initiatives. In conjunction, records of new movers into the area are provided. These new community members seek to build local relationships while settling into their new homes and may significantly benefit from your offerings.

**Call 800-732-3440 today and learn how the HomeData New Movers product suite can positively impact the success of your next campaign initiative.**



## Reach New Movers with Display Advertising

Leverage AccuData's expertise in this ever-evolving field and benefit from a team that keeps up with current trends, consistently changing specs, and industry best practices. AccuData's in-house digital services team provides end-to-end management of highly targeted display advertising and multichannel marketing campaigns to reach new movers.



Harness a cookie-free technology, **Addressable GeoFence**, to match new mover postal addresses with verified GPS and property plat line data to serve ad messages to all connected devices.



Integrate **Site Retargeting** to encourage re-engagement and conversion by serving relevant ads to your website visitors across their online journey.



Drive clicks with AccuData's sleek, modern **display creative** developed to meet your unique brand specifications and marketing goals.

### When Working with New Mover and Property-Related Data

Non-Disclosure states, including Alaska, Idaho, Kansas, Louisiana, Mississippi, Missouri (some counties), Montana, New Mexico, North Dakota, Texas, Utah, and Wyoming, have declared that information related to the sale of a home is private in nature and is not available for public use. In these states, the County Recorder's office does not release data associated with the overall sale of the property, the date of the sale, and the purchase price. You will see limited coverage of these elements when searching for records within Non-Disclosure states.

Sources

<https://theharrispoll.com/>