



## New Movers

### Overview:

According to a study from the National Association of Home Builders, roughly 40 million people move each year, and within the first 180 days, new homeowners spend \$9,700 on items for their new home.

Finding New Movers while they are establishing relationships in their new locations is key. They are 5x more likely to become long-term customers if you can reach them before your competition and are more likely to switch brands than non-movers.

New Movers look for a wide range of businesses, including home furnishings, appliances, restaurants, communication services, retail stores, insurance providers, pet supplies, and auto dealers.

Nearly 33% of the people who move do not report their new address to the U.S. Postal Service. Also, processing a mailing list through the National Change of Address (NCOALink®) catches only about 50% of new moves.

Anchor offers one of the most current and comprehensive New Movers lists through our extensive network of compilers and can be customized to your needs.

### Key Benefits:

- › **Accuracy** – the list is compiled from high quality multiple sources, to deliver more depth
- › **B2C or B2B Marketing** – select consumer and/or business New Movers
- › **Omnichannel Opportunities** – select via postal, phone, email or any combination
- › **Personalized, Targeted Marketing** – homeowners, income, age, presence of children, gender, move distance, birthdate and more
- › **Dwelling Type Selects** – home versus apartment dwellers
- › **Geographic Options** – select by radius, mileage, drive distance, drive-time, ZIP Code™ or county

### Omnichannel Marketing



MOBILE



WEBSITE



SOCIAL MEDIA



CALL CENTER



PRINT ADS



EMAIL



STORE

**For more information:**

**Contact us at (800) 452-2357 or [sales@anchorcomputer.com](mailto:sales@anchorcomputer.com)**