



New Homeowners & New Movers

New Homeowners & New Movers Postcard Programs:

This year, many folks will be moving into your target market. In the first 365 days they are going to need all kinds of services - beauty, home improvement, childcare, medical & dental, etc. Successful businesses grow by being the FIRST to reach these prospects. Because they are no longer entrenched in their buying habits, it is proven that they are very easy to convert from their very first visit to a long term and loyal customer. We offer two programs to reach these potential customers.

New Homeowners (NHO) mailings target homes that have filed new homeowner deeds. New Movers (NM) mailings target people who have filed new homeowners deeds, new phone connects, utility accounts, public record charges, USPS address change forms, etc.

How to Get Started:

- Identify the zip codes within 3-5 miles around your business
- Decide if you would like to reach all New Movers or just New Homeowners
- Determine the offer you will mail to attract these potential new customers

Capture New Customer Data With Our State of the Art Post Analytics Program:

Getting a customer in the door is the first goal of a direct mail campaign, but knowing who responded is equally as important. Building your customer database is easy when you add the Post Analytics feature.

Please contact us for pricing, timing and any other information you need to add this proven marketing program to your annual marketing plan.

New Homeowners



New Movers

