

SPECIAL REPORT

THE TOP 5 REASONS WHY A NEW MOVERS LIST IS A MUST FOR YOUR COMPANY



BY MIKE SHIELDS
<http://NewMoversList.com>

TOP 5 REASONS WHY A NEW MOVERS LIST IS A MUST FOR YOUR COMPANY

As you investigate a new mover program for your business, please consider these 5 reasons why such a program might be a good fit for your company...

REASON 1: They Need Your Help!



New movers are **actively looking for new services** like yours to help them settle into their new neighborhood.

As a new family looks to establish roots in a new community, many will be highly motivated and actively engaged in seeking out new service providers. This presents a unique window of opportunity that suggests your message will come at just the right moment.

REASON 2: Cost Effective to Reach

New mover programs are perfect for businesses with a limited advertising budget because they are **highly targeted**.

Let's face it - advertising can be expensive (and time consuming).

But, it is critically important for growing and maintaining a healthy business. Fortunately, new mover programs are truly affordable - that's because the number of new movers in a specific area can be very small. Depending on where your business is located, the number of new movers may range from 25 - 300 families a month.



REASON 3: High Potential ROI

Positive Return on Investment is highly attainable because **new homeowners spend a lot of money**. Why not let them spend some of that with you?



Direct mail is one of the few advertising tools where you can track results – right down to the nearest dollar. Studies show that new homeowners spend more money in their first year of home ownership than in the next ten years to follow.

New homeowners usually spend tens of thousands of dollars in remodeling, landscaping, and interior decorating in order to make their new house, their home.

The average monthly cost of a full turnkey new mover programs is around \$50 - \$150 a month. In short, to receive a positive return on your investment, only one or two families have to take advantage of your product or service to cover your annual investment.

REASON 4: Keep Competitors at Bay

As you probably know, **your competition may already be reaching your new neighbors**.

Businesses have been reaching new movers for decades. In fact, your competitor in your town might already be making this connection. If you find that your sales are stagnant or barely growing, other neighboring businesses may be conducting targeted direct mail campaigns. That's exactly why it is so important that you are able to deliver your welcome message as soon as possible to make a lasting impact.



TOP 5 REASONS WHY A NEW MOVERS LIST IS A MUST FOR YOUR COMPANY

REASON 5: Higher Response Rates

New movers are much more likely to respond to direct mail than established residents



Research shows **new movers are roughly 4 - 8 times more likely to respond** to a direct mail offer or invitation. This presents a tremendous opportunity for your company to make a truly positive and meaningful connection.

A blanket saturation mailing to thousands of homes will likely cost thousands of dollars. On the other hand, a targeted campaign to a highly responsive audience can be done at the fraction of the cost, yet has the potential to generate a significant and measurable response.

How to Get Started on Your Path to Growth Immediately

For more information on how to get an affordable and effective targeted mailing list of New Movers in your area please visit www.NewMoversList.com.