

**New Homeowners
Welcome Guide
Finding great customers trying to find great businesses!**

New Movers account for more than \$1 Trillion worth of spending per year! Watch your business grow with The New Homeowners Welcome Guide!

- **Services – 99% of new homeowners spend money on Services such as new doctors, new beauty salons, new dentist, new mechanic, new dry cleaner, etc in the first 30 days after buying their home.**
- **Furniture – 60% of new homeowners spend money on Furniture.**
- **Window Coverings – 57% of new homeowners spend money on Window Coverings in the first 30 days after buying their home.**
- **Electronics – 52% of new homeowners spend money on Electronics in the first 30 days after buying their home.**
- **Kitchen appliances – 40% of new homeowners spend money on Appliances in the first 30 days after buying their home.**
- **Bedding/Mattress – 33% of new homeowners spend money on Bedding/Mattresses in the first 30 days after buying their home.**

Source: DMA Survey of new homeowners and new movers, 2008

New Homeowners are BUSY buyers!

- The new homeowner will spend 8 to 10 times more than an established resident over the next two-year period of time!
- New Homeowners are stable, credit worthy, have above average income, and are eager to buy your product or service!
- New homeowners spend more on home-related products and services the first six-month period than established homeowners spend in 5 years.
- New homeowners typically make major credit purchases (they've just gone through extensive credit screening).
- New homeowners must establish relationships with dentists, physicians, banking, insurance and other professionals.
- Studies show that many new homeowners purchase a new car within the first year at their new address.

The New Homeowners Welcome Guide offers a never-ending supply of sales leads! Make the new homeowner a regular part of your marketing program. How else will you replace your customers who move out of your area?