

HomeTown *Welcome* PROGRAM®

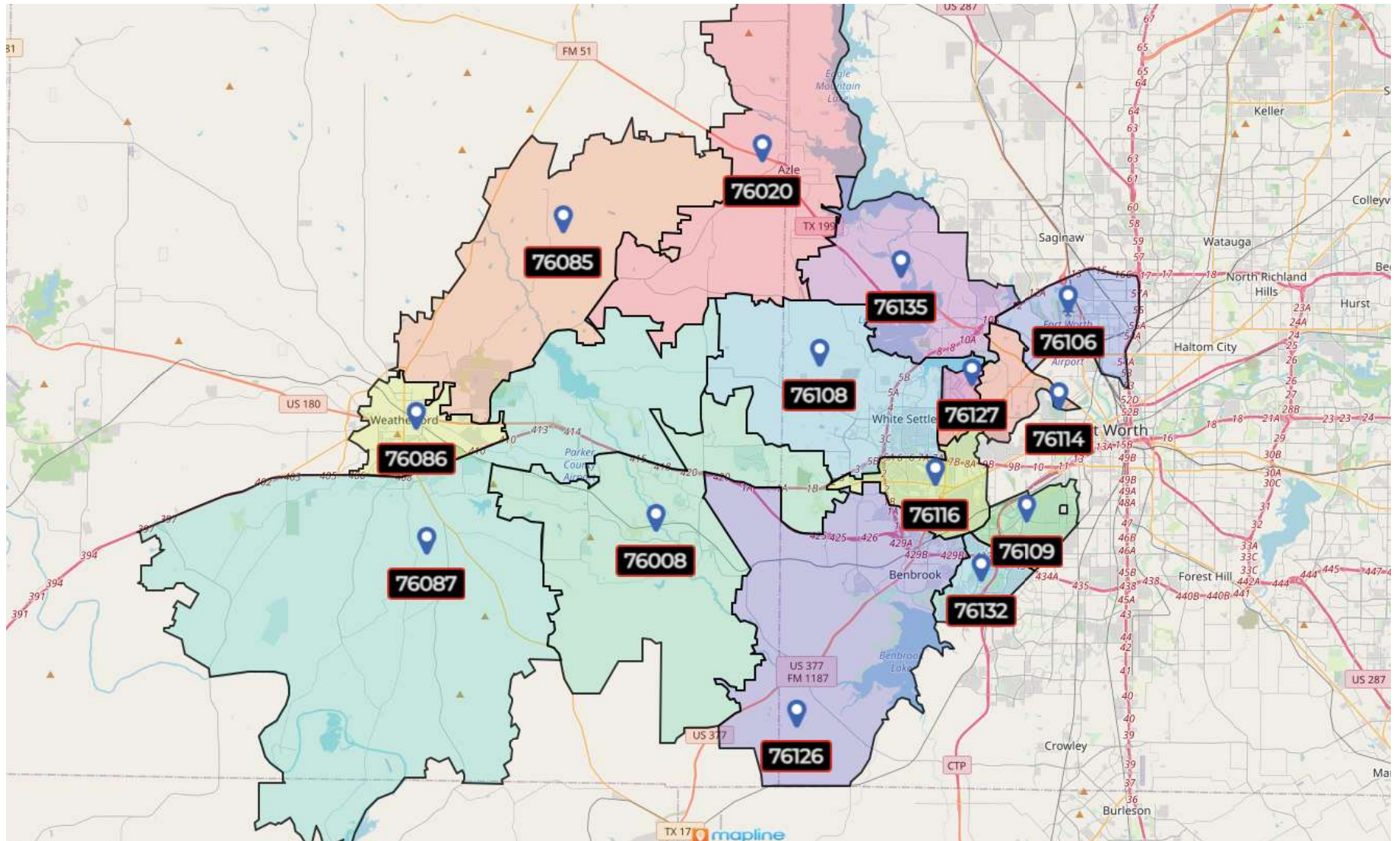


Sending New Movers to Your Doorstep!

Brought to you by:



ZIP CODE MAP



REACHING NEW FAMILIES

Zip Codes: 76008, 76020, 76085, 76086, 76087, 76106, 76108, 76109, 76114, 76116, 76126, 76127, 76132, 76135, TX (In Only)



598

AVERAGE MOVER COUNT

X

3

AVERAGE
HOUSEHOLD

X

12

MONTHS

=

21,528

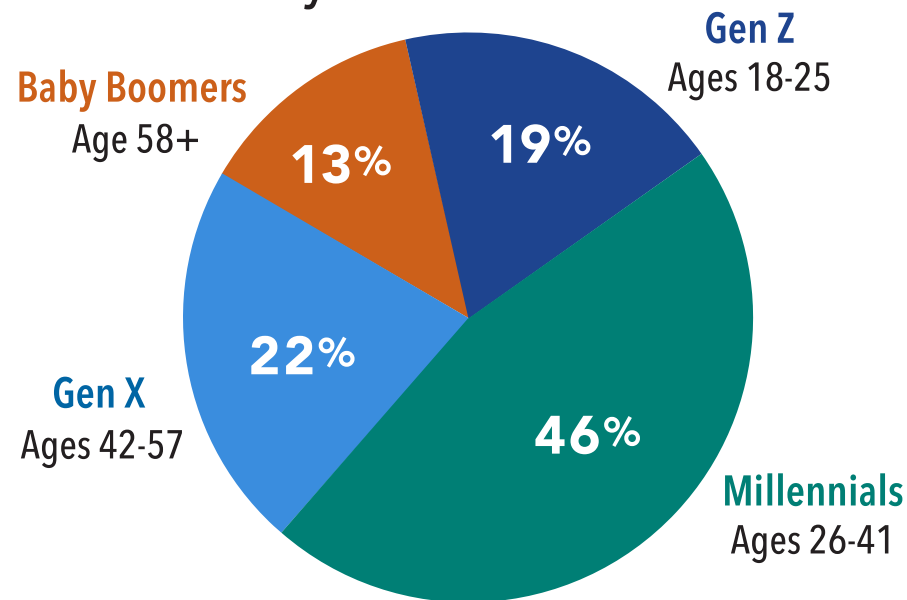
NEW PEOPLE REACHED
OVER 12 MONTHS

MARKETING TO NEW MOVERS



A very attractive, full color direct mailer will be sent out each month to every new family that moves in your area!

New Movers by Generation



According to the United States Census Bureau approximately 30 million people move each year. 48% of these movers are homeowners and 50% are renters.

Gender

51% Male
49% Female

Regional Location

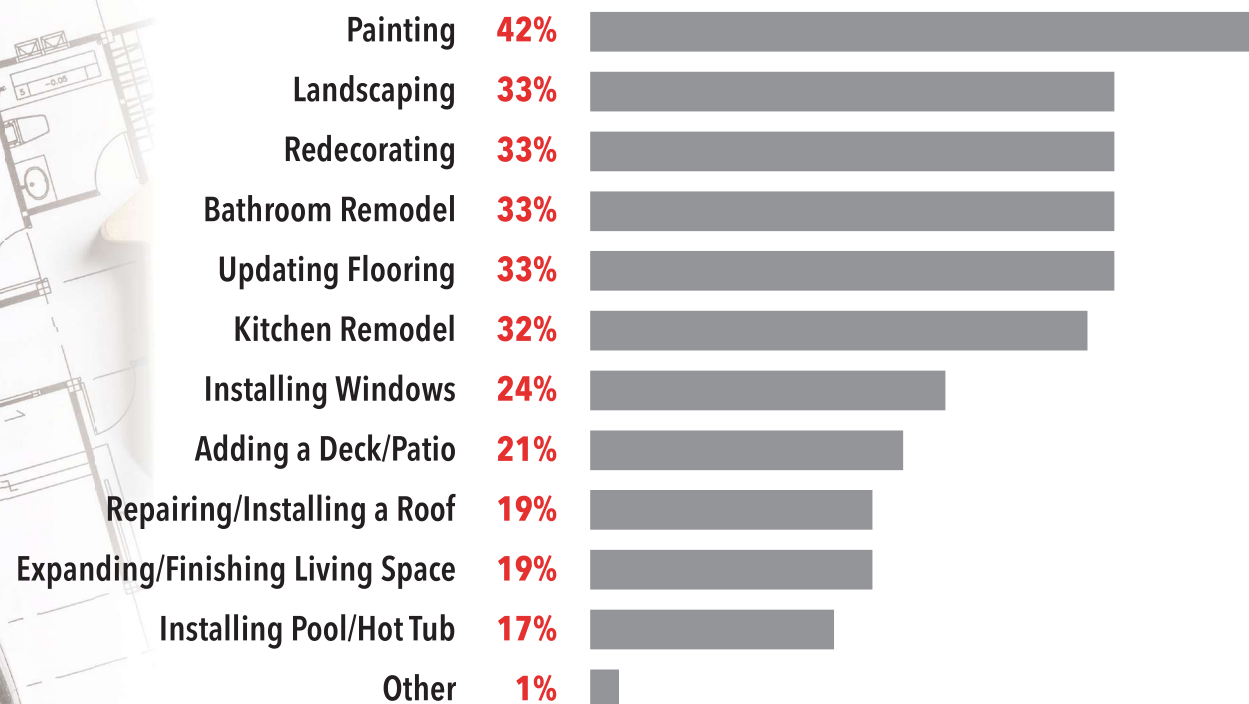
15% Northeast
20% Midwest
42% South
22% West

You will gain a competitive edge by reaching new movers first and locking out your competition. **Is this important to you?**

HOME IMPROVEMENTS



Home improvement projects in progress or in planning stages



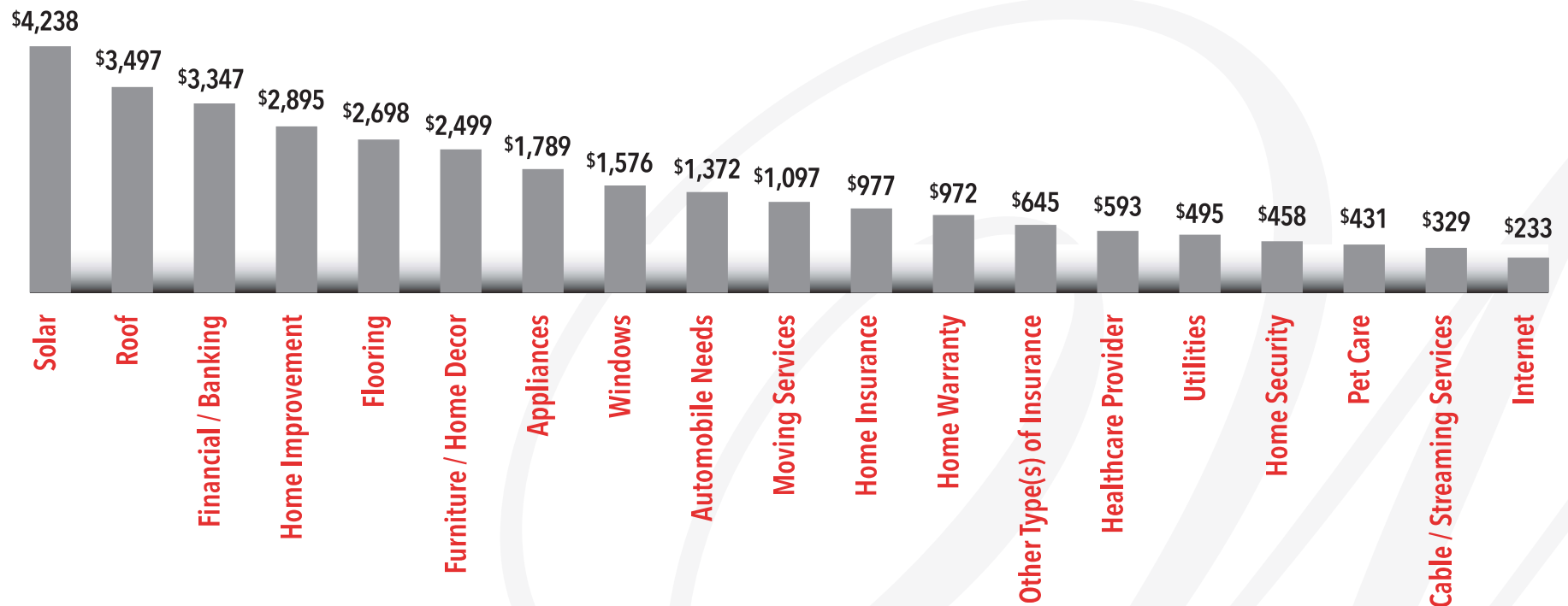
7 IN 10 new movers are doing or planning to do home improvement projects.

NEW RESIDENTS SPEND MORE

New Movers spend more on products and services in the first 6 months than the average family spends in 2-3 years



Average Estimated Spent/Anticipate Spending on Items & Services



The average new mover spends over \$11,000 in the first 6 months.

90% of NEW MOVERS would be likely to try a new brand of items / services.

NEW MOVER SPENDING STATISTICS

According to the US Census Bureau, approximately 30 million people move every year.



SERVICES NEEDED

54%	Auto Repair	16%	Exterminator	28%	Plumber
35%	Carpenter	55%	Hair/Beauty	48%	Trash Removal
25%	Carpet Cleaner	28%	Landscape/Lawn	18%	Travel Agent
13%	Cleaning Service	35%	Painter/Paper Hanger	10%	TV Satellite
30%	Electrician	32%	Pet Grooming/Boarding		

PROFESSIONALS NEEDED

25%	Accountant	9%	Financial Services	41%	Optical Services
19%	Attorney	59%	Insurance	45%	Pediatrician
70%	Dentist	40%	OB/GYN	55%	Vet
70%	Family Doctor				

MERCHANTS NEEDED

69%	Apparel/Shoes	77%	Credit Union/Bank	83%	Major Appliance/Electronics
49%	Auto Parts	78%	Department Store	44%	Mattress/Bed
60%	Automotive Vehicle	66%	Dry Cleaner/Laundry	47%	Paint/Wallpaper
45%	Bakery	36%	Florist	78%	Pet Supplies
54%	Bath/Linen	95%	Furniture	86%	Pharmacy
45%	Book Store	52%	Garden Center	29%	Picture Framing
72%	Car Wash	76%	Hardware	29%	Sporting Goods
57%	Child Care	19%	Health Club	85%	Supermarket/Grocery
62%	Convenience Store	35%	Lighting	30%	Tires
19%	College/Adult Education	59%	Lumber/Bldg Supplies	83%	Window Treatments

HOME IMPROVEMENT PLANNED - 84% OF HOME BUYERS PLAN A MAJOR HOME IMPROVEMENT

49%	Bath/Kitchen Remodel	9%	Home Additions	61%	Security/Alarm Systems
26%	Deck/Porch	21%	In-ground Sprinklers	55%	Shrubs, Bushes, Trees
18%	Fencing	17%	New Windows/Doors	48%	Solar
62%	Flooring/Carpets/Tile	20%	Roofing/Siding/Insulation	8%	Swimming Pool
17%	Heating/Air Conditioning				

ABOUT NEW MOVERS

64%	Dine Out 1-4 times per week
70%	Own pets
73%	Make donations to various organizations
82%	Have office equipment in their homes
93%	Home buyers have home Internet access

**New movers are 80% more likely to redeem coupons
and 90% more likely to buy a car than settled households!**

PERSONALIZED FOR BEST RESULTS



Unique Variable Graphic Mailer Program



Customized City Name
Personalized for each
New Resident's Location

Custom Image
Recipients last name
incorporated within
the image

Great Offers
Identifies the
value of opening
the mail piece

THE MOST COMPREHENSIVE AND ACCURATE LIST AVAILABLE!



Here is what you can expect from the monthly new movers list

DATASET SOURCES INCLUDES

Experian Deed and Title Transfers
Subscription Changes of Address
New Utility Hook-ups
Financial Transaction Change
of Address
USPS Verified Addresses

BEST FILTERING NOT TO INCLUDE

Return to Seasonal Home
Reconnection of Utilities
for Non Payment
Duplicates

90 - 95% Accuracy

You will receive a sortable list every month for your future marketing options!

Would the list be important for you to receive? How would you utilize it?

THE MAILING LIST



Screenshot of an Excel spreadsheet titled "december22 movers.xlsx". The spreadsheet displays a mailing list with columns for First Name, Midc Last Name, Address 1, City, State, Zip 5, and Zip 4. The data is organized into rows, with the first row (row 1) serving as the header. The spreadsheet shows 41 rows of data, with the last row (row 41) containing the address 161 N BENBROOK RD, BUTLER, PA, 16001, 1113.

	A	B	C	D	E	F	G	H
	First Name	Midc Last Name	Address 1	City	State	Zip 5	Zip 4	
1	RICHARD	MILES	603 APPLERIDGE CT	GIBSONIA	PA	15044	6126	
2	JOHN	SHEPHERD	703 PLACID CT	GIBSONIA	PA	15044	8027	
3	LEANN	BROWN	100 MACKEY AVE	BUTLER	PA	16001	6434	
4	V	LANDIN	100 NEWHAVEN LN APT E103	BUTLER	PA	16001	7922	
5	JOY	LEMMER	101 FOX HOLLOW DR	BUTLER	PA	16001	8816	
6	COREY	WEBER	101 LAZALEA DR	BUTLER	PA	16001	1174	
7	KIM	KRAMER	101 SOUTH ST	BUTLER	PA	16001	6568	
8	SABRINA	SCHREINER	104 W BOYD AVE	BUTLER	PA	16001	6504	
9	CHELSEA	PECK	104 WALKER DR	BUTLER	PA	16001	1535	
10	COURTNEY	ALLISON	106 IFFT LN	BUTLER	PA	16001	1121	
11	JULIAN	LENTZ	106 SUMMIT RD APT D	BUTLER	PA	16001	1548	
12	BRIAN	CONNORS	107 COLLEGE ST	BUTLER	PA	16001	5121	
13	CHARLOTTE	E MARASCO	107 E PATTERSON AVE	BUTLER	PA	16001	6337	
14	MICHAEL	MC FARLAND	107 PINE DR	BUTLER	PA	16001	1126	
15	JAMES	KENNEDY	109 SUNBURY FIELDS LN APT 2	BUTLER	PA	16001	1343	
16	EVELYN	KOPRIVNIKAR	110 KRESH LN	BUTLER	PA	16001	1824	
17	TROY	RABELY	110 LINHURST AVE	BUTLER	PA	16001	3126	
18	CAROL	M ISRAEL	1103 VILLA DR APT D	BUTLER	PA	16001	3075	
19	BENJAMIN	GOODRUM	111 CARNEGIE ST	BUTLER	PA	16001	4115	
20	BLAINE	HAMILTON	112 FARMINGTON DR	BUTLER	PA	16001	2608	
21	ANTHONY	LEMONS	113 NEWHAVEN LN	BUTLER	PA	16001	7911	
22	STEPHEN	ROCCO	114 MILHEIM DR	BUTLER	PA	16001	1515	
23	CHRISTINE	HOLTZ	114 ROTHEN AVE	BUTLER	PA	16001	3129	
24	SCOTT	KOOSHER	116 1/2 PILLOW ST	BUTLER	PA	16001	6620	
25	CHELSIE	LOTT	116 WOODLAWN RD	BUTLER	PA	16001	2836	
26	ELIZABETH	IHLENFELD	118 E PATTERSON AVE	BUTLER	PA	16001	6338	
27	STEPHANIE	KURTZ	120 VILLA DR APT A	BUTLER	PA	16001	3063	
28	JOHN	HINDMAN	121 VILLA DR APT E	BUTLER	PA	16001	3065	
29	JOHN	HINDMAN	121 VILLA DR APT J	BUTLER	PA	16001	3066	
30	JERED	DUNBAR	122 ZEIGLER AVE	BUTLER	PA	16001	6129	
31	ALOK	SETHI	124 W METZGER AVE	BUTLER	PA	16001	3384	
32	JARED	BOBAK	137 N MAIN ST APT A	BUTLER	PA	16001	4952	
33	DEBRA	KEIBLER	138 ROLLING VALLEY LN	BUTLER	PA	16001	8784	
34	SEAN	CAUGHEY	138 WEST SUNBURY RD	BUTLER	PA	16001	1350	
35	PATRICK	J HOYT	139 WHITESTOWN VLG APT G	BUTLER	PA	16001	6653	
36	LOUIS	JOHNSON	1401 VILLA DR APT C	BUTLER	PA	16001	3083	
37	TIMOTHY	DIVERS	141 ISLE RD	BUTLER	PA	16001	8542	
38	JULIA	F MOORE	150 WESTWOOD MNR	BUTLER	PA	16001	1714	
39	DAMIAN	MCANINCH	156 ROLLING VALLEY LN	BUTLER	PA	16001	8784	
40	TAYLOR	WINGERT	161 N BENBROOK RD	BUTLER	PA	16001	1113	

LIST INFORMATION INCLUDES:

- Resident's Name
- Resident's Address

FURTHER MARKETING OPPORTUNITIES:

- Send your own personalized mailing to the list
- Use data sets to gauge campaign effectiveness
- Re-target with digital advertising

OPTIONAL DIGITAL COMPONENTS



BodyKNEADS massage
mybodykneadsmassage.com

Text HTW120 to 1-855-504-6634 for Your Massage Special

Buy One Get One FREE

By joining you consent to receive ongoing messages from HomeTown Welcome Program on behalf of {insert CLIENT NAME}. Msg frequency varies. Msg&Data Rates apply. Reply STOP to cancel, Reply HELP for assistance. Ts&Cs/PrivacyPolicy@htwprogram.com

• Migraines • Headaches • Wellness Care • Personal Injuries

• Acute/Chronic Pain • Automobile Accident • Workers Comp Injuries • Low Back Pain Specialists

\$360 Value for \$29

Text HTW119 to 1-855-504-6634 for Consultation, Exam, Xrays and 1st Adjustment

Dr. Matt | Dr. Jace | Dr. Jeff | Dr. John

Inspire. Educate.

As a first time chiropractic client, I couldn't believe how NLC addressed my immediate needs and adjustments, my body and my overall well-being at the same time keeping a caring, humorous and professional attitude.

TEXTING BENEFITS

Captures Phone Numbers & Email Addresses

TEXTING FEATURE

Text keyword HTW119 to 1-855-504-6634 for Consultation, Exam, Xrays and 1st Adjustment for \$29

QR CODE BENEFITS

Direct New Movers to Your Website

QR CODE

Links to:

- Websites
- Social Media
- Landing Pages
- Videos

LAKEVIEW
Ford LINCOLN

REGISTER TO WIN FREE TIGERS TICKETS, OIL CHANGES, GIFT BAGS, CAR WASHES AND MORE!

1 FOR YOUR CHANCE TO WIN VISIT: www.WinAtLakeviewFord.com

2 SCAN THE QR CODE WITH YOUR SMART PHONE OR TEXT "LAKEVIEW" TO 55678

TICKETS

GIFT BAGS

CAR WASHES

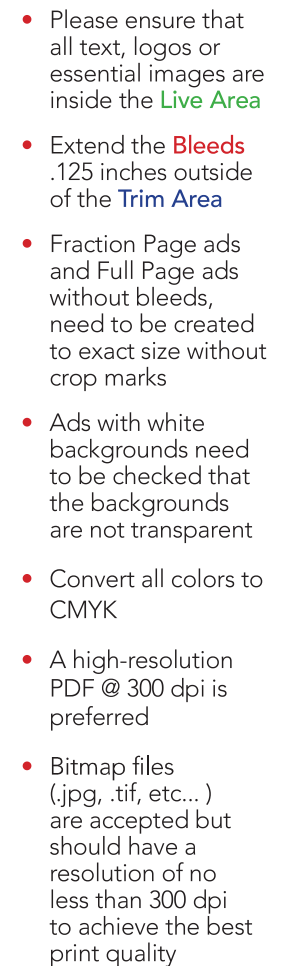
OIL CHANGES

127 South Harper St. • Springfield, IL 32812 • 271-302-9012

REQUIRED DISCLAIMER on ADS with TEXTING FEATURE: The disclaimer below is required to be on the specific ad where the call to action is displayed.

By joining you consent to receive ongoing messages from HomeTown Welcome Program on behalf of {insert CLIENT NAME}. Msg frequency varies. Msg&Data Rates apply. Reply STOP to cancel, Reply HELP for assistance. Ts&Cs/PrivacyPolicy@htwprogram.com

Be the first to greet residents and introduce your business



CUSTOMER VALUE FORMULA



AVERAGE SALE
to 1 new customer

\$

X

NUMBER OF PURCHASES
1 new customer makes per year

=

ANNUAL REVENUE
from 1 new customer

\$

X

YEARLY RETENTION
of 1 new customer

=

LIFETIME VALUE
of 1 new customer

\$



WHAT IS THE VALUE OF 1 NEW CUSTOMER TO YOUR BUSINESS?

INVESTMENT OPTIONS



Reach an average of **598** new families per month

Zip Codes: 76008, 76020, 76085, 76086, 76087, 76106, 76108, 76109, 76114, 76116, 76126, 76127, 76132, 76135, TX (In Only)

AD SIZE	PRICE PER MONTH
FULL PAGE INSIDE	\$ 599
HALF PAGE	\$ 389
QUARTER PAGE	\$ 249
EIGHTH PAGE	\$ 169

Brought to you by:



Enrollment is for 12 months