

# Residential Pre-Movers Database

Total Universe: **9,27,169**

Base Rate: **\$100.00/M**

## Description Summary

From packing to buying new furniture, moving is no easy task. Here's what most marketers do not realize about movers: Most home-buying decisions for a future address is made before the move date! Marketers who wait to send out product information to new movers often find that their offers are too late. Almost 40 million people will move or relocate over the next year. With AmeriList, you'll have access to the most accurate pre-movers database comprised of consumers who currently have their homes listed for sale. Our Pre-Movers mailing list will give you the ability to reach households before they move and before they make home-buying decisions. These consumers are highly responsive to offers that pertain to pre and post moving products.

## How Our Data is Compiled

Our Pre-Movers database is derived from a multitude of qualified "Home for Sale" newspaper listings in the U.S. and "online" Homes for Sale websites. Some of the data is self-reported. Additionally, national real estate feeds are sourced and the data file is aggregated on a daily basis which makes the accuracy of our hotline file superior to other compilers. The Pre-Mover database is released weekly. It is also matched to our consumer database for enhanced data elements. The list is CASS certified to ensure further accuracy. The Pre-Mover list also provides access to homeowners who may be behind on their mortgage, have received a Notice of Default action, or are currently scheduled to be auctioned. The file also contains people who have recently been foreclosed on and are still living at the property.

## Consider the Facts

- ✓ The average new mover spends \$9,400 on purchases for the home within 90 days of moving
- ✓ 35.9 Million U.S. consumers moved to a new home between 2012 & 2013
- ✓ Pre-Movers who have their homes listed for sale, will likely buy a new home within 90 days.
- ✓ 12% of moving homeowners bought a car; Some 66% of these purchases were made within 4 weeks after moving.

## Recommended Usage

This Pre-Mover marketing list is ideal for anyone trying access Pre-Mover data. Whether you're offering services or solutions for moving, storage, construction, furniture, property rental & management, home improvement, draperies or floor coverings we've got you covered. Our Pre-Mover database is also a valuable asset for locksmiths, pest control, solar panel installers, painters, electricians, carpenters, air duct services, landscapers, deck builders, and home security. Keep in mind that if someone is selling their home, they are most definitely buying a new one, which means a lot of money is going to be spent.

## Sample Mail Piece Required

Inquire

## Market Type

Consumer Data

## List Channels

Postal, Email, Telephone

## Source

Proprietary, Survey/Self-Reported, Public Records & Direct Response

## Output Options

Electronic, Printed

## Update Cycle

Monthly

## Minimum Order

Quantity: 5,000  
Price: \$500.00

## Net Name

Floor: 85%  
Minimum Quantity: 25,000  
Run Charge: \$10.00/M

## Exchanges

Please Inquire

## Reuse

Yes

## Cancellation Charges

Yes, all orders cancel after shipping will incur a fee.

## Commission

A standard 20% broker/agency commission is extended to all qualified trade partners.

Popular Selections (for additional selections please inquire)

|                         |                |                        |                     |
|-------------------------|----------------|------------------------|---------------------|
| Pre-Foreclosure         | Auctions       | Telephone Number       | Home Size (Sq Feet) |
| 30, 60, 90 Day Hotline  | Property Type  | Bank-Owned             | Loan-to-Value       |
| # Bedrooms              | Value of Loans | Estimated Market Value |                     |
| Lot Size and Year Built | # Bathrooms    | Characteristics        |                     |

For additional information or list counts, contact your representative or list manager at 1.800.457.2899