

New Homeowners Database

Total Universe: 18,000,000

Base Rate: \$75.00/M



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Description Summary

With the AmeriList New Homeowner Database, you have the ability to reach millions of Americans that have just moved into new homes and neighborhoods. These New Homeowners are ready to establish loyal relationships making them a rich source of potential customers. New Homeowners spend more on home related products and services within the first six months of moving than established residents spend in two years! These homeowners are highly receptive to direct mail and telephone promotions making them perfect candidates for your next marketing project.

How Our Data is Compiled

Our new homeowner's database is derived from a multitude of qualified sources including consumer records and public deed records. Our entire file is NCOA Processed and is CASS Certified to ensure deliverability. If you would like more information regarding how our data is compiled, please feel free to contact our sales team at sales@amerilist.com.

Consider the Facts

- 35.9 Million U.S. Consumers moved to a new home between 2012 & 2013
- The national average for household income in the U.S. is \$51,371
- 12% of new movers bought a car within 4 weeks after moving
- The average value of homes on the market is \$272,900

Recommended Usage

This new mover database is ideal for Banking, Catalogs, Credit Cards, Health, Home Improvement and Furnishings, Lawn and Garden Services, Newspaper and Magazine Offers, Professional Services, Restaurant Deals, and Retail Promotions.

Sample Mail Piece Required

Market Type

B2C, U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Compiled from consumer records and public deed records.

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5000

Price: \$375

Net Name

Floor: 85%

Minimum Quantity: 50,000

Run Charge: \$7.00/M

Exchanges

Available

Reuse

Inquire

Cancellation Charges

Inquire

Commission

20% commission will be paid to registered agencies and brokers. Volume discounts are available.

Popular Selections (for additional selections please inquire)

Loan Amount Loan Type	Home Value Homeowners Type	Purchase Date Trust Flag	Telephone Email
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For additional information or list counts, contact your representative or list manager at 1.800.457.2899

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