

RSVP NEW HOMEOWNERS



New homeowners are eager to purchase new products and services for their new home:

- Home décor and furnishings, appliances, landscaping and other home improvements both interior and exterior (over 75% of new homeowners will make a furniture purchase as a result of the move event)
- Seek doctors, dentists and other professionals soon after they move
- Will probably be looking for a new bank, supermarket and nearby restaurants (and take-out meals) for their day-to-day needs
- Tools and electronic sales climb right after the move
- 62% of new movers buy a new car within the first year after relocation

Source: Epsilon Targeting's Target New Mover file

WHY TARGET NEW HOMEOWNERS?

New movers **spend more in the first 60 days** than an established homeowner will spend in the next two years.

This special RSVP mailing reaches consumers soon after they move into their new home. Your product or service becomes "top-of-mind" when they look for home remodelers, local services and dining.

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WELCOME
NEW HOMEOWNERS
For as little as
\$195/month!

Generate **"Hot Leads"** every month!

- Two mailings every month
- Two zones available (East & West ABQ - divided by I-25)
- 500 homes per zone
- Total circulation 1,000 households/month

Low Monthly Cost:

- \$195 month/zone (Last month FREE with pre-payment)
- Price based on annual participation
- Monthly Payment option (must provide credit card)
- Price includes: proprietary mailing list, mailing operations, postage, and printing
- One artwork change halfway through for second half of mailings
- Ad specifications:
Trim Size: 6" x 4.25"
Full Color Front / Full Color Back

Reach New Movers Every Month with the
RSVP New Homeowner Postcard Mailer



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