

About Home at Last Newcomer Directory and Relocation Guide

Home at Last is part of the Welcome Express® Welcome Package, which is assembled specifically for each newcomer and personalized with the family's name. Home at Last Newcomer Directory and Relocation Guide is unique — new and fresh, yet rooted in the Welcome Express® brand name recognition achieved through 23 years of doing business in OC. Home at Last is the only OC-based relocation guide specifically targeted at one of the most sought after, proven performers of any local demographic — the Orange County newcomer.

Home at Last Newcomer Directory and Relocation Guide is "home plate" for new Orange County residents who want and need to touch base with their surroundings. Each issue is packed with information — a combination of articles, advertorials and directories focus readers on what's important to them: City resources (local government/public safety, libraries, parks, recycling centers, utilities), malls, beaches, automotive (AAA, auto malls, DMV), points of interest (amusement centers, harbors, sports centers), home improvement, dining and other lifestyle topics are covered.

The package is placed in an eye-catching Welcome Folder and delivered in a colorful 10" X 13" Welcome Express® envelope. Each family receives only one Welcome Package shortly after their move —

BEFORE they become someone else's customer. Unlike stand-alone pieces, the large Welcome Package demands attention!

This combination — Home at Last Newcomer Directory and Relocation Guide, various civic materials and gift certificates — all presented in a personalized, professional and official manner gives added credibility to your message and assures readership during the long shelf-life of the Welcome Package.

Home at Last Newcomer Directory and Relocation Guide is equally useful as a stand-alone product for the pre-move market. Realtors, brokers, developers, lenders, large employers, moving companies, etc. can distribute HAL to their clients and staff in order to familiarize them with Orange County - **BEFORE** they make their move to OC!