

## Why Target New Residents?

### Resident Turn-Over:

- Up to 20% of your customers can be lost annually due to relocation.

Replace them with new newcomers who just relocated to your area!

- Newcomers are eager to turn their residence into their HOME.  
They have a long list of needs and wants! Welcome Express targets these newcomers during their initial 6 to 12 month "prime buy time."

Home at Last

Magazine Media Kit

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### Spending & Loyalty Patterns:

- Less price sensitivity—quality AND speedy results are highly valued as they complete the process of "settling in."

- High level of excitement, optimism and momentum toward personalizing their home and finding new local services to replace those left behind.

- Less affected than regular consumers by economic factors: Within the first 6 months of their move they expect to spend and DO spend significantly more than other consumers.

### Information Overload:

- Many people claim they open their mail next to the trash can. The 80/20 rule definitely applies to "junk" vs. "desired" mail!

- Dozens of magazines, coupon mailers, circular and individual pieces come into our homes daily-- many direct mailers heavily target new residents.

- Commercials bombard the airwaves via Radio/TV and spammers flood our computers with unwanted e-mail.

- Theatre-goers are forced to watch commercials as part of their paid movie-viewing experience.

## Receptivity:

- The old cliché about having only one chance to make a first impression certainly applies to the newcomer, who is busy forming impressions and developing new habits in their new surroundings. Those businesses which serve them well from the start will be rewarded with long-term loyalty.
- Why spend your budget over-marketing to an established base in an effort to rise above the noise of your competition? By comparison, newcomers don't know where you are or what you do until you tell them. Remember, they are not (yet) somebody else's customer!

Learn how Welcome Express can make Your Business "Stand Out from the Crowd";