

## Specialized “In-Market” Databases

First Movers Advantage, LLC publishes specialized “In-market” lists for a variety of business purposes. We monitor real estate for-sale advertising to identify consumers who are currently “in-market” to buy or sell a new home. We also monitor new utility connections to identify new movers and new neighbors.

Our residential Pre-Mover list is the nation’s premier pre-mover database. We watch real estate “for sale” advertising nationwide to identify homeowners that are selling their house. Pre-mover information is successfully used by professionals in the moving, storage, mortgage, insurance, home improvement, communications, and other industries.

Each year, eight percent of your previous homeowner-customers will sell their homes and buy a new home. Each of these events represents an opportunity for you to earn their repeat business. Our Customer Retention program, called Clairvoyance®, is designed to alert you whenever one of your previous customers is about to buy a new home.

Our New Neighbors service provides a weekly list of new movers in your area. We monitor real estate purchases and new utility connections to identify your new neighbors. Residential New Neighbors are seeking new restaurants, retail shops, dentists, doctors, auto repair, home decorations, and other products or services that are purchased after moving into a new residence.

We are Data Gathering Specialists and are always open to new ideas. Do you have a need that is not met by the marketplace? We may be able to help. Please call to discuss your special project.



# New Neighbors List

## Description:

Be one of the first to welcome new movers into your neighborhood! Our weekly New Neighbors list provides a steady source of qualified leads for your marketing program. Target your message to specific, ready-to-buy, prospects each week.

Residential New Neighbors are seeking new restaurants, retail shops, dentists, doctors, auto repair, home decorations, and other products or services that are needed after moving into a new residence. Reach them as they form new purchasing habits.

It is easy to get started, you simply indicate the street address of your location, the number of miles radius in your trade area, and the maximum number of leads you would like every week (set your own budget).

We will send you a weekly e-mail with a list of new neighbors in your area. The list is pre-formatted for laser labels. You can simply print the sales leads to labels, assemble your mailing, and send via the US Postal Service. There is no minimum purchase required, so our program is also the most cost effective way to reach a highly targeted audience.

## Features:

- Updated weekly for timeliness
- Duplicate records suppressed
- Addresses are certified and verified to assure accuracy
- Local and National coverage
- Delivered in an Adobe Acrobat document that is pre-formatted for laser labels.
- You can set your own weekly maximum number of leads, so it is easy to stay within your marketing budget.

## Each Record Includes:

- New Neighbor name, address, city, state, zip

## Source:

Real estate public records, new utility connections, and other public sources.

Date: 01/10/2009

## Prices\*:

0 - 4,999 records:	\$.25 each
5,000 - 9,999 records:	\$.20 each
10,000 + records:	\$.15 each

\* No minimum purchase required!

\* Prices are based on the number of records shipped each week.

## List Selection Criteria\*\*:

- Street address of your location.
- Trade area radius in miles.
- Weekly maximum number of leads.

\*\* We do not charge selection fees, file fees, or run charges.

## National DataCoverage:

- Call us for counts in your area.

## Available Formats:

- Adobe Acrobat (Mailing Labels)
- MS Excel / Text

## Delivery Options:

We deliver all files by e-mail. Call if you require another delivery method.

## Requirements:

- Sample mail piece required.
- List rental agreement required.
- Credit Card Payment Required.

## Contact:

Brian Long, President  
303-443-2070 direct  
brian.long@firstmoversadvantage.com