

New Homeowners DatabaseSM

Welcome new residents to your products and services



Are you looking for new sales opportunities in your market area? Do you want to gain market share while competing with established providers? Experian's New Homeowners DatabaseSM is a rich source of new, receptive prospects. With our information on new homeowners, you now can target your offers to millions of Americans each year who are new to their neighborhood, who have special needs and who are ready to establish loyal relationships. New homeowners are looking for new resources in their new location. Make sure they discover your products and services first.

People who recently have bought a home purchase more products and services in the first six months after moving than an established resident spends in two years. In addition, they have above-average incomes and specific purchase needs, making them ideal targets for a variety of offers that will increase their comfort in their new surroundings.

Because new homeowners often don't have friends or family to help them locate available merchants and services in their new neighborhoods, they are highly receptive to direct mail and telephone promotions. They buy everything from lawn and landscaping services to dental care, daycare and dog-walking services.

Only the New Homeowners Database from Experian puts you in direct contact

with this highly responsive market at the precise time new buying patterns and habits are being established.

Making the most connections

Compiled from public records including warranty and security deeds, our New Homeowners Database gives the most recent and accurate homeowner information available today. With more than 290,000 new records added each month, our 12-month file is 3.5 million records strong, with historical information available on more than 20 million records.

By using Experian's new homeowners hot line names, you'll be able to target the most recent new homeowners in your market area every month — and in certain areas, every week.

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Overall, Experian® offers the most comprehensive collection of new homeowner data currently on the market. The New Homeowners Database provides name, address, telephone number (where available) and date of sale information, as well as selections by geographic area (state, county, ZIP Code™ or sectional center facility).

Other information, such as loan amount, down-payment amount (or percentage), purchase price, loan, rate and transaction type, also are available on more than 70 percent of the file.

Our experienced sales representatives can customize your list selection to your business and the exact segment of the market you want to reach. So, the next time you need to call on new homeowners, call Experian first for the quality data and comprehensive coverage you expect.

To find out more about New Homeowners Database, contact your local Experian sales representative or call 1 800 850 4389.

True success with our New Homeowners DatabaseSM

Catalogers	Approximately 76 percent of all new homeowners order from a catalog within the first 12 months of residence in their new dwelling.
Lawn and home services companies	For new homeowners, lawn and landscaping, security and maintenance services often are in demand. Information available in the New Homeowners Database can be selected by single-family dwelling units as well.
Financial institutions	Due to the exhaustive mortgage qualification process recently undergone by new homeowners, these individuals make prime prospects for credit card offers and banking services.
Fundraisers	Demographic characteristics of new homeowners closely match the prospect profile of many nonprofit organizations.

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