THE KEY TO MOVER MARKETING IS TARGETING AT THE PRECISE MOMENT A HOUSEHOLD IS MAKING THE BUYING DECISION

Studies indicate that up to 90% of homeowners make their major purchase decisions for their new home before leaving their current one. This means missed opportunities for companies only using standard new mover data.

V12 offers four mover data solutions, because timing matters. Data goes through an extensive data append and hygiene process, including standardization, DPV validation, and over 70% of our records include previous addresses.

**V12 PREMOVER**
Target homeowners at the moment their home is placed on the market and make contact before the competition.
- Database Size: 1.1 million
- Database is a rolling 45 days with weekly updates

**V12 PREMOVER UNDER CONTRACT**
Target homeowners when their home has a contract pending and they enter the critical 1-6 week period when they are making valuable vendor decisions.
- Database Size: 700,000
- Only nationwide pending home sale data available
- Database is a rolling 45 days with weekly updates
- Ideal for industries including private utilities, packing and moving companies, insurance providers, home warranty providers, satellite & cable services, local banks, rental properties, and more

**V12 PREMOVER+**
Premover+ includes both Premover and Premover Under Contract data with additional elements available such as building details including square footage of home and lot, year of home, dwelling unit and new construction indicator. Also includes additional sales information including reduction in sales price date, foreclosure indicator, short-sale indicator, bank owned indicator, Auction Indicator, and more.
- Database Size: 2+ million
- Database is a rolling 12 month with weekly updates

**V12 NEW MOVER**
V12’s New Mover solution is a rolling one year database of more than 27 million recently moved individuals (both renters and homeowners) enhanced with consumer demographics. Data is updated weekly and includes national new telephone connects and proprietary client-based change of address information.
- Database Size: 27 million
- Database is a rolling 12 months with weekly updates
- 65% with previous address

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Purchasing behavior of Pre-movers before and after their move date.

V12 Mover Solutions allow you to target consumers during the opportune moments of their move.

Pre-movers, who will eventually become New Movers, spend 6x’s more than established residents on products and services.

85% of pre-movers use the first vendor that contacts them for home services, regardless of their satisfaction with their current provider.

New Homeowners spend more within the first 6 months than the average consumer spends in 3 years.

70%-90% of spending decisions are made before the mover has left their current residence.

According to Epsilon’s New Mover Report marketers have a finite window (within 3 months prior to a move) to influence new movers regarding a change or cancellation of utilities, specifically telephone and television services.