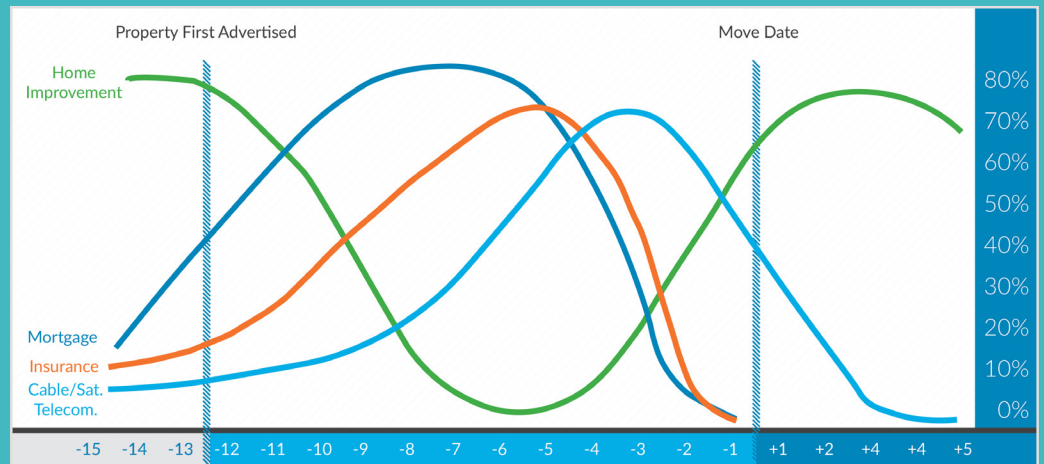




# Purchasing behavior of Pre-movers before and after their move date.

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



## Mover Statistics

Movers are **5x's** more likely to become long-term customers if you reach them first.

**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

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.