

Top Businesses New Movers Visit After Moving



New mover marketing gives small businesses the opportunity to help residents feel at home in their new community while elevating profits.

More than a third of recent movers say it's harder to find a house than a spouse, according to a recent survey of more than 2,000 people by Zillow Group, a real estate and lending company. As high demand met limited supply, the housing market in the United States gained a record \$6.9 trillion in 2021, nearly doubling the largest annual gain of \$3.7 trillion back in 2005. Despite a tight housing market, Americans continue to pack boxes and relocate to places where they can get more bang for their buck. More than 27 million people moved in 2021, the U.S. Census Bureau reported, representing 8.4% of the U.S. population.

After the stress of finding their dream home in the competitive real estate market, the real work begins for new residents. As new movers unpack boxes and hang pictures, an important step of relocating is seeking out essential businesses to help make their new neighborhood feel like home.

Our Town America, the nation's leading new mover marketing company, has been welcoming new residents to their communities for more than 49 years. We help small businesses drive profits by targeting new residents who have not formed

loyalties to competitors. Is your business one of the first stops for new residents? Here are some of the top businesses new movers visit when they're new to town.

Restaurants. Settling into a new home requires a lot of heavy lifting. Furniture needs to be arranged, rooms need to be painted, and boxes need to be unpacked. New residents have little time to think about meal planning as they get settled. Our Town America revealed that the first industry people check out in their brand-new community are restaurants. Takeout food is extremely popular. While the number of restaurants offering delivery has skyrocketed since the outbreak of the pandemic, new residents typically turn to tried-and-true delivery staples, like pizza and Chinese food, after a long day working on their homes.

Grocery Stores. One of the first steps new movers take is to re-establish their daily routine. Next on the list for area businesses is finding a grocery store that meets their needs to fill the refrigerator and refresh the pantry.

Healthcare. Part of getting established in a new community is finding pediatricians, doctors, and dentists to keep family members healthy. While finding new doctors is not something new movers do on the first night in a new home, it is at the top of their to-do list. Making sure they have an established doctor for a sick visit is key, especially for parents with young children.

Hair and Beauty. Women spend approximately \$313 per month on beauty, including hair care. New residents want to look their best as they meet people in their new community or start a new job. Finding the right hair stylist is top-of-mind.

Pet Care. At least 70% of households in the United States own a pet and estimates indicate American pet owners spent \$109.6 billion in 2021, the American Pet Products Association reported. Pet lovers are willing to open their wallets to ensure their pets receive high-quality food and care. In addition to veterinarians, pet owners need to secure groomers, kennels, and pet supplies for their furry friends.

Our Town America can help small businesses tap the new mover market by sending them an upscale welcome package filled with category-exclusive proven offers. Each month, Our Town America prints more than a million personalized gift certificates and welcomes more than 500,000 new movers nationwide to their new communities by introducing them to local businesses.

In addition to the businesses listed above, new mover marketing can help mechanics, wine shops, fitness centers, home service providers, dry cleaners and more. And, statistics show, at least 95% of new movers would visit a business that welcomed them to their new home, according to survey results from Our Town America.

Track Your ROI

If your business is one of the first stops for new residents, new mover marketing can drive sales. The next step is to track your results. Our Town America's tracking app can help you see results in real-time on your mobile device. Our TruTrak® mobile app allows you to validate and scan redemptions at the point of sale or whenever is best for your business. The app allows you to track your return on investment and can trigger a second mailing to first-time customers to encourage them to return. It also is equipped to gather detailed demographic data of new customers you can use to improve your marketing efforts.

Learn More About Our Town America

To learn more about new mover marketing and how Our Town America can help your business increase profits, visit www.ourtownamerica.com to start adding loyal customers.