

Small Businesses in Phoenix Taking Aim at New Wave of Emotional Movers



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Phoenix, AZ (Sept. 2013) – More than 43 million Americans will move nationwide this year, many because of employment concerns or a chance at a new start in a new neighborhood. Regardless of the reason, even those moving to our wonderful backyard in Phoenix will be stressed and searching for a warm welcome. In fact, according to the Employee Relocation Council, moving is the third most stressful event in a person's life, trumped only by death and divorce.

Regardless of the stress level, chances are these new arrivals won't be greeted by a smiling face with a plate of home baked cookies saying, "welcome to the neighborhood." In a digital age where neighbors are too consumed by technology and daily schedules to deliver a quality introduction to the Valley of the Sun, where's love for new movers looking for a fresh start?



Enter Dave Sliman and Our Town America, the nation's leading new mover welcoming organization, who have been bringing back house warming traditions to Phoenix since 1999. Each month, Dave delivers warm and personal Our Town America welcoming packages to new Phoenix residents full of valuable gift certificates from local businesses. The goal, says Sliman, is to ignite the emotional spark that encourages new residents, not yet set in their ways, to become lifelong customers with Phoenix businesses.

"The average mover has a 56-item to-do list when they move to a new home. We want to make an otherwise stressful situation a little easier to handle by connecting them to our local business community as soon as they come to Phoenix," Sliman said. "At the same time, we want to help local businesses reach these prospective new customers and turn them into lifelong fans."

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