

Our Town America Helps You Bring In New Residents



More than 40 years ago, Michael Plummer owned a pizzeria in Iowa and was struggling to find the best way to get new customers through his doors. If he could just get them to try his pizza, he knew they would fall in love with it, but he needed to find the best way to get his message out to the community. After trying various marketing approaches, Plummer decided to pursue a small but significant market segment — the new residents moving into his community. He was so impressed with the phenomenal results of his efforts that he started Our Town, the nation's premier new-mover program that still reaches out to new movers today.

[Read More Here](#)

[Printable PDF](#)

Source: PMQ Magazine, January 2013