

2021 has brought over 10,000 New Movers to Southeast Wisconsin



CBS 58 Milwaukee — Since January 2021, Southeast Wisconsin has welcomed more than 10,000 new movers to the area, with many of them taking advantage of permanent remote work within the city. Milwaukee is even being called a “Zoom Town” as people move from big cities with plans to keep their high-paying jobs while enjoying a more affordable cost of living by simply joining meetings **virtually**.

According to **Discover Milwaukee**, southeast Wisconsin offers urban living alongside a Midwest ambiance providing an ideal work-life balance. Short commute times to the city, diverse and affordable neighborhoods, below-average cost of living and a well-respected education system also attract new movers to the area.

With inbound migration at 50%, Wisconsin is one of the most popular destinations for new movers during the pandemic, as found by **United Van Lines**. The local economy — including local businesses, schools and the housing market — will be effected from the influx of new residents moving to Southeast Wisconsin.

Allen Busse of Our Town America of Wisconsin has closely monitored moving trends for the past 15 years. As the local Wisconsin franchise owner of the **#1**

Advertising & Sales Franchise in the country specializing in New Mover Marketing, Busse witnesses just how many people are moving to town on a monthly basis. For business owners looking to increase their bottom line, the new mover market is a “secret jackpot”, says Busse.

Busse strongly encourages both businesses who are struggling to survive as well as businesses who are doing fine, to invest in New Mover Marketing to attract new customers and replace the customers who have been lost by a recent move, or a change in commute path, etc. Busse claims that, “after 15 years, it still amazes me just how many new customers my partnered businesses acquire by simply enrolling in our program”. “You have to think,” he says, “you’re reaching a *brand new* audience of impressionable people each month who are actively seeking these businesses and services. As a business owner, it’s a no-brainer.”

To hear Busse’s take on moving trends and how he helps his local economy through his business, click below to watch the full interview with CBS 58 Milwaukee.

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Our Town America supports small businesses across the nation by welcoming new movers to town and bringing those new customers through your business doors. If you’re a Southeast Wisconsin local business looking to reach new or current customers, contact Allen Busse at **262-650-1906**. If your business is located *outside* Southeast Wisconsin, contact Our Town America corporate at **1-800-497-8360** to be connected with your local representative.

