

Businesses should cash in on May's National Moving Month



FOX-TV – Bassam Safi of Our Town America Raleigh discusses the high moving numbers May, National Moving Month, brings with FOX News. Businesses can cash in on this lucrative market by inviting new movers through their business doors.

Our Town America, the nation's premier **New Mover Marketing** program, keeps a close eye on moving trends year-round and May 2022 may be the busiest ever for the Raleigh area. Real estate prices are skyrocketing causing locals to make choices they normally wouldn't make. They are moving to new homes and new neighborhoods and millennials are leading the way!

Data shows that millennials make up more than 44% of the new movers surveyed during the first months of 2022. This outpaces Gen-Z and the Baby Boomers combined. The National Association of Realtors reports millennials now make up more than 40% of all home buyers which is up 37% since last year.

Millennials are now key to the local Raleigh economy. Here's what Millennials are

looking for in a community:

- Convenience – almost 70% of survey respondents say they must live within range of delivery services and 57% say they would like to be able to walk to restaurants from their homes.
- Pets impact decisions– Since 76% of millennials are “pet parents” they value pet-friendly neighborhoods. This means neighborhoods with sidewalks and dog parks will win. Pet-focused businesses are gold right now!
- Suburbs are Popular– The pandemic has made suburbs super attractive to millennials who are often working from home and want space. This creates an opportunity for neighborhood restaurants to thrive.
- Outdoor space is a must– living through the pandemic shutdowns caused this generation to look for homes with outdoor space. There is more value in porches, decks and fenced-in yards than ever.

Watch video for full interview.

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Our Town America supports small businesses across the nation 365 days per year. If you're a local Raleigh-area business looking to reach new or current customers via direct mail or digital marketing, contact Bassam Safi at 910-352-5776. If your business is located outside the Raleigh area, contact Our Town America corporate at 1-800-497-8360 to be connected with your local representative.