

Boise: America's Best Kept Secret



FOX News – Boise has existed under the radar as America's best kept secret for years. However, the secret is out as Boise was featured by About.com as one of the "Top 5 Safest Places to Live" and listed at the top of Simple Moving Labor's annual "10 Best Cities to Move to List" the last two years.

New movers are flocking to the city in droves and countless entrepreneurs are following suit – opening new businesses to meet the rising demand and bringing dozens of jobs to the area in the process.

It's an exciting time for The City of Trees and one entrepreneur, Scot Hecht, has recently brought **Our Town America** – the nation's premier new mover welcoming program – to Boise.

This niche marketing program helps Treasure Valley businesses, like **Bella Aquila** in Eagle, acquire new customers by welcoming new movers to the area with a generous housewarming offer.

Our Town America uses modern technology to make a lasting impression. Hecht and the other 58 franchise owners nationwide use bar-codes on their gift certificates allowing businesses to collect data and follow up with their new customers.

Watch clip below for full story.

If you're interested in welcoming new movers to your community, we invite you to complete a Local Business Contact Form.

