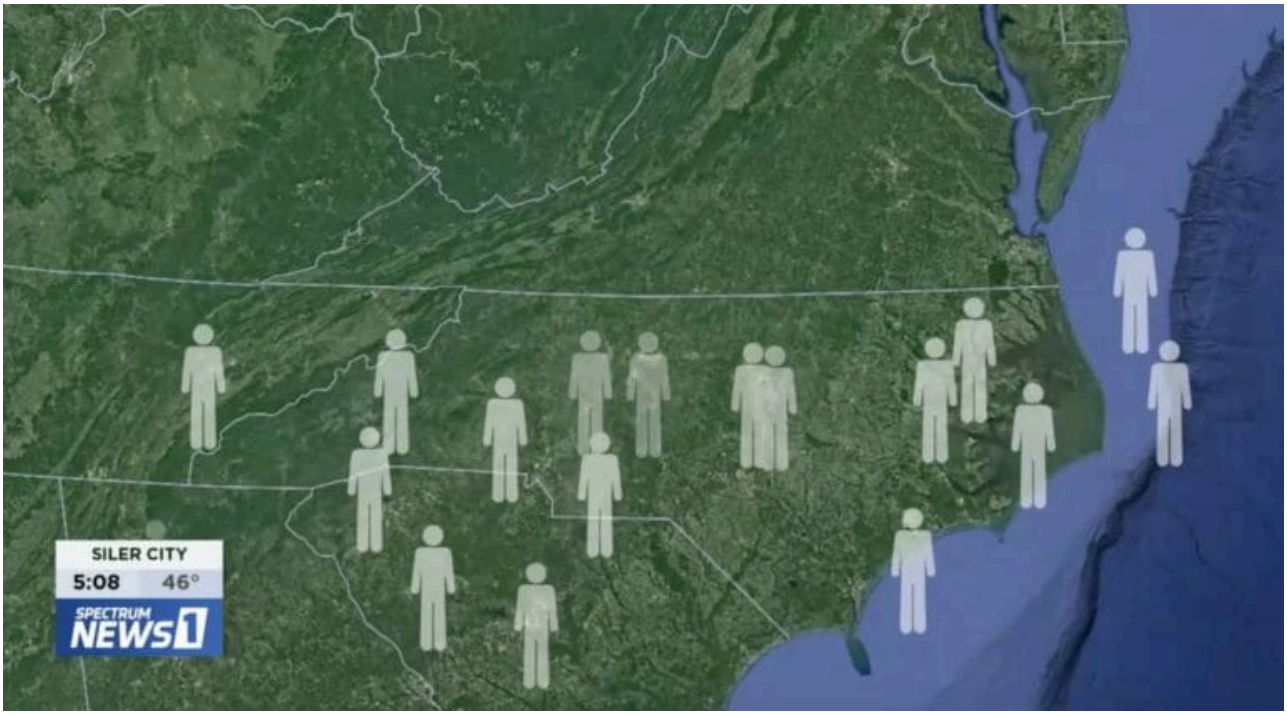
The Triangle is Welcoming Thousands of New Residents Monthly



Spectrum News Raleigh — A little over a year ago, the Raleigh area known as The Triangle, began experiencing the effects of what would soon be known as the global Covid-19 pandemic. Fast forward to today, Triangle-area locals have noticed something else quite shocking: a large number of new residents coming to town!

Not only are new residents moving to the area for the health, education and technology opportunities it has to offer, but there are also big developments in the works that will bring more life to the already vast metropolis. While the area is already home to one Amazon distribution center, two more are on the way in addition to Apple opening their only East Coast campus there soon. This is expected to add 20,000 jobs investing $430 billion in the local economy.

In fact, The Triangle area is amongst a list of cities being referred to as a "Zoom Town" — referring to the video conferencing platform, as many companies across the country are granting employees the flexibility to work remote.

- 56% of all workers have the ability to do their jobs from home
- Microsoft just released a survey showing flexible work is here to stay
- Cary is listed as one of the top cities in the country to work remotely
- According to a new survey from Neighbor.com, 72% of Americans say they

are looking forward to meeting their new neighbors. The same survey found 46% would like to get more involved in local events.

People are jumping at the opportunity to move from big cities like New York, San Francisco and Los Angeles yet have the ability to keep their current jobs.

Our Town America, the nation's premier New Mover Marketing program, has been studying these national trends. As moving industry experts, we keep a close eye on the market year-round. These statistics should be taken into consideration – especially if you own a business and are considering reaching out to new residents to welcome them as new customers.

Every month, Our Town America is seeing around 5,000 people moving into the Triangle area. This influx of new residents is just a preview of what The Triangle will continue to see as Amazon and Apple continue to bring more new movers to the area.

Bassam Safi, franchise owner of Our Town America of Wilmington/Cary/Raleigh/Durham, and one of his loyal New Mover Marketing program clients, Dr. Hesham Baky of Triangle Family Dentistry, met with Spectrum News Raleigh to discuss the trends they've experienced over the past year and what the area has to look forward to in the coming months!

—

Our Town America supports small businesses across the nation by welcoming new movers to town and bringing that new customer through your business doors. If you're a local Raleigh-area business looking to reach new or current customers, 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 get connected with your local representative.

SPECTRUM NEWS