

new movers



neighbourhood
welcome
programs

“Turn new residents into new customers”



Why target new residents?

- » They number almost **4 million people** in Australia each year
- » The market is estimated to be worth over **\$4 billion per annum***
- » Property buyers spend more in the first 12 months than the next 5 years
- » The average property buyer typically spends **\$9,000** within the first 6 months on non-essential items
- » Home improvements are a priority, but a new mover is generally a '**blank canvas**' to all facets of business
- » A new resident has virtually **no buying habits** and is therefore easier to acquire than a customer who has established buying patterns
- » It is a proven fact that a change of address represents a **new start**



New Movers Spending Statistics

Approximately **20%** of households relocate every year.
This list shows the products, services and professionals that new movers purchase or order within six months of relocating.

SERVICES NEEDED

54% Auto Repair	26% Electrician	32% Pet Grooming/Boarding
18% Carpenter	16% Pest Control	25% Plumber
25% Carpet Cleaner	55% Hair/Beauty	48% Rubbish Removal
13% Cleaning Service	28% Landscape/Lawn	18% Travel Agent
71% Cable TV	19% Painter/Decorator	

PROFESSIONALS NEEDED

25% Accountant	59% Medical Services	41% Optical Services
19% Lawyer	9% Financial Services	45% Pediatrician
70% Dentist	53% Insurance	55% Vet

MERCHANTS NEEDED

69% Clothes/Shoes	62% Convenience Store	35% Lighting
49% Auto Parts	78% Department Store	59% Hardware
18% Automotive Vehicle	66% Dry Cleaner/Laundry	57% Paint/Wallpaper
45% Bakery	36% Florist	78% Pet Supplies
69% Bank	68% Furniture	69% Pharmacy
65% Bath/Linen	52% Garden Center	45% Book Store
46% Cameras	76% Hardware	85% Supermarket/Grocery
56% Card/Candy/Gift	19% Health Club	29% Sporting Goods
57% Car Wash	83% Major Appliance/Electronics	30% Tyres
33% Child Care	34% Mattress/Bed	57% Window Treatments

HOME IMPROVEMENT PLANNED - 84% OF HOME BUYERS PLAN A MAJOR HOME IMPROVEMENT

32% Bath/Kitchen Remodel	17% Heating/Air Conditioning	20% Roofing/Siding/Insulation
26% Deck/Patios	9% Home Additions	16% Security/Alarm Systems
24% Fencing	27% New Windows/Doors	55% Shrubs, Bushes, Trees
39% Flooring/Carpets/Tiles	11% Irrigation	8% Swimming Pool

ABOUT NEW MOVERS

64% Dine Out 1-4 times per week	Leisure Time Hobbies & Interests:
63% Own pets	47% Computer/Internet
89% Make donations to various organizations	47% Cooking
82% Have office equipment in their homes	42% Crafts
51% Home buyers have home internet access	45% Fitness/Exercise
	47% Gardening
Adult Uses of the Internet:	64% Movies
91% E-mail	57% Music
46% News/Weather/Sports	63% Reading
58% Research	29% Golfing
51% Travel Information	23% Sewing/Needlepoint

RECENT US SURVEY CONDUCTED BY PREMOVE MARKETING

FACTS:

4 million
Australians change
address every year

Source:

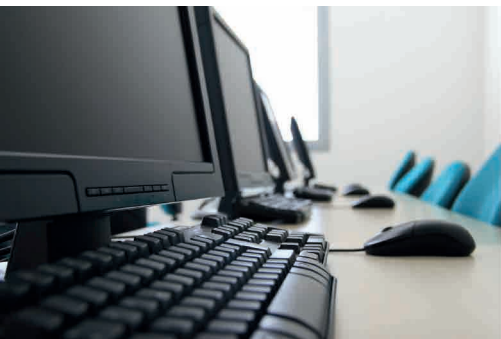


The Australian
New Mover
market is estimated
to be worth over
\$3 billion
per annum

**“85% of
new residents choose
the first company
that contacts them”**

Source:

**International Direct
Response, Inc.**



When they move in... so can your message!

- » Our “Neighbourhood Welcome” programs send **your message** right into the homes of the **easiest-to-influence** and **potentially biggest consumers** and at very competitive rates
- » Research listings of property buyers sourced by our in-house research team ensures our files are the **most up-to-date** available
- » Lists are merged to eliminate duplication
- » Mail merge produces addresses or labels for mailing
- » Labels, if applicable, can be emailed or posted out to you every month
- » Your message can reach these **hot prospects before your competitors** even know of them. Chances are they never will!



Addresses

- » Provided conveniently to you monthly as either:
 - A) Addresses delivered by email or as posted labels OR
 - B) Your choice of pre-addressed high quality postcards with or without magnetic strip

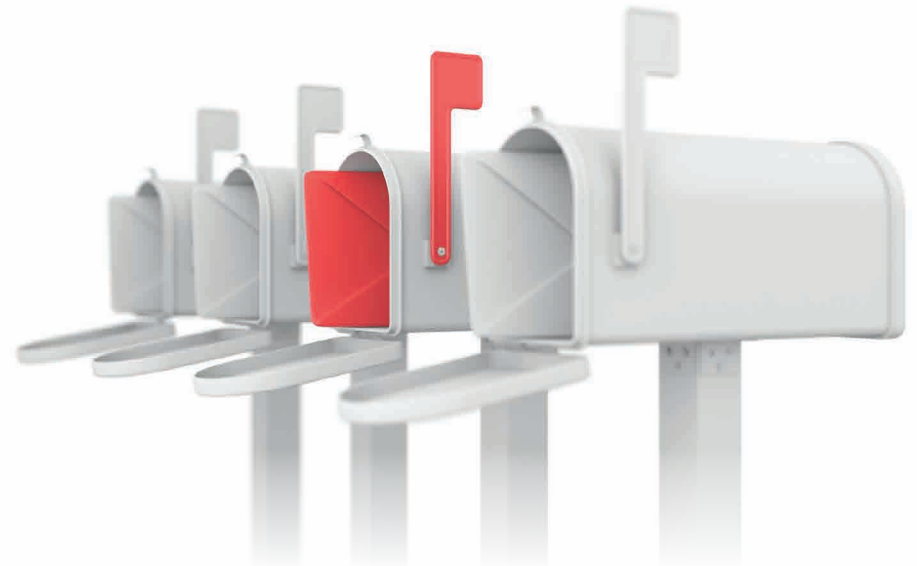
OPTIONS 1 & 2: **ADDRESSES***

You can reach these
hot new prospects
with your own
advertising material

If you have your own marketing material - or plan to get some in the near future - our method of identifying property buyers that have recently moved is an ideal way to target these new prospects directly.

Here are some great ways to attract them:

- » Use the addresses we provide to send a simple letter welcoming them to the neighbourhood, introducing your business and the benefits it will give to someone who has just moved in to the area **OR**
- » Send them your existing marketing material with a note welcoming them to the neighbourhood **OR**
- » Use a QR code in your advertising material. QR codes can point specifically to your website or a webpage of your choosing **OR**
- » Send a fridge magnet business card or simply give them a free gift!



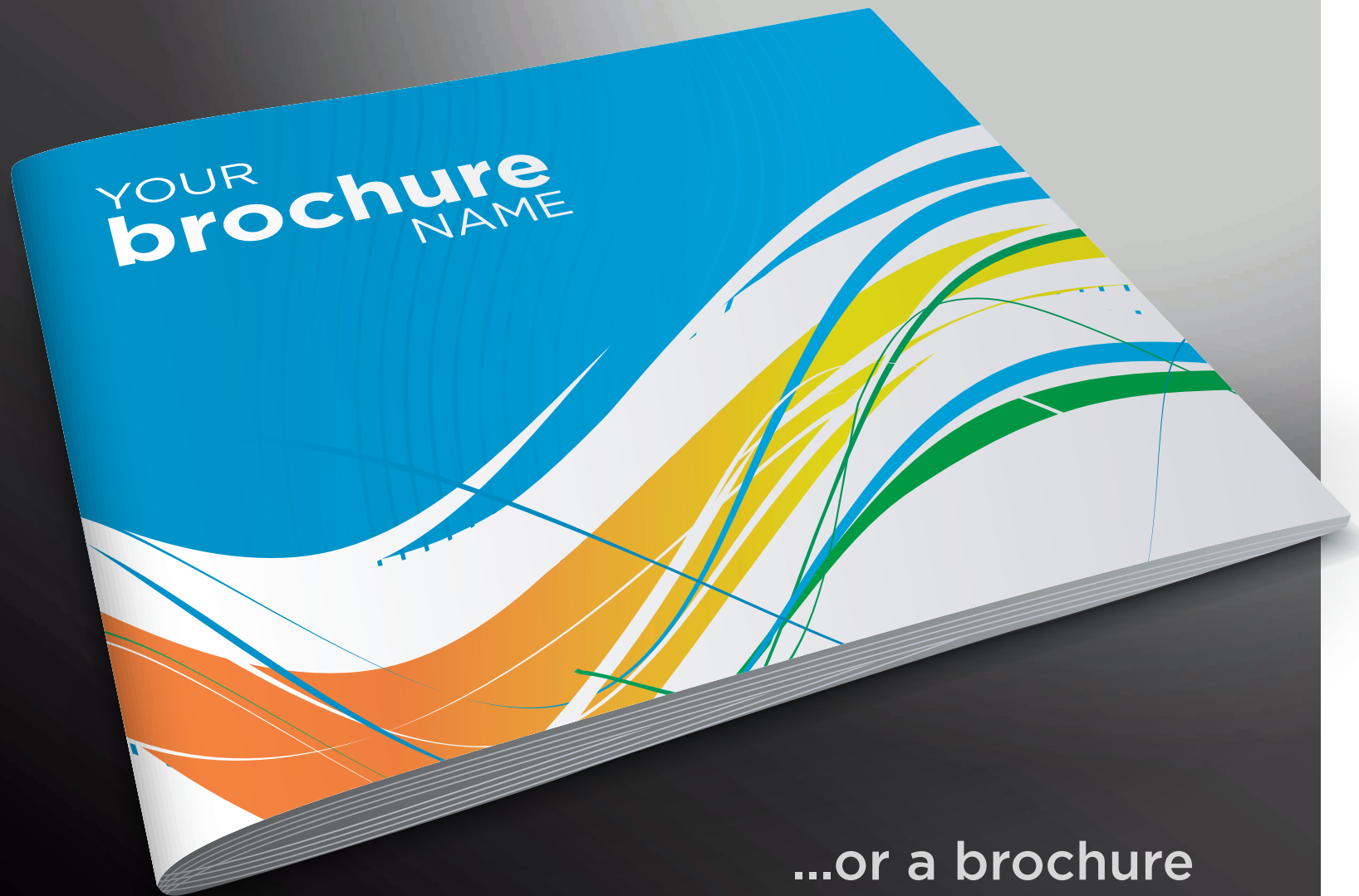
“Do your own thing” advertising ideas

*See last page for pricing



A flyer or a letter...

Labels or Addresses to "do your own thing"



...or a brochure

“Do your own thing” advertising example

OPTIONS 3 & 4: POSTCARDS*



✓ Contents register with reader in less than 10 seconds

✓ Easy to keep

✓ Optional magnetic strip for added life in the home



✓ QR code for quick connection to your website

✓ Your message:
Create your own or choose from one of ours

✓ Your signature

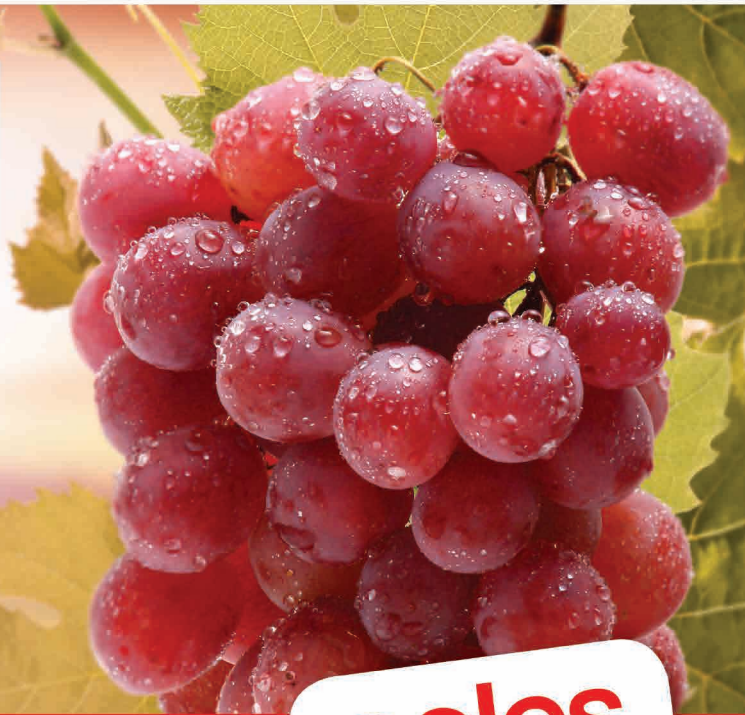
✓ Your logo

Shown smaller than actual size

Putting your business one step ahead of your competitors

*See last page for pricing

**Welcome to the
neighbourhood!**



Quality food costs less at Coles

See backpage for more detail.

coles
it all counts

**POSTAGE
PAID
AUSTRALIA**

**Our Newest Neighbour
52 Surrey Street
Dianella
WA 6059**

Our customers range from sole traders through to national powerhouses

WELCOME TO THE NEIGHBOURHOOD!



An uncontrollable urge to smile.
Free with every cleaning.



Endeavour Hills Dental Clinic

T: 9700 5777 • 1 Thurmond Court, Endeavour Hills



517 Regency Road,
Sefton Park
Ph: 8269 1900

Mon to Fri: 8 am - 9 pm
Sat: 8.30 am - 5 pm
Sun: 9 am - 12 noon

Regency Medical Clinic

Urgent appointments available daily

- Facial Therapy • Microdermabrasion • Skin Peels •
- Massage • Shellac and Bio Sculpture Gel Nails •
- Manicure/Pedicure • Waxing • Tinting • Threading •
- Spray Tanning • Make Up • Weddings • Gift Vouchers •



Indulgences
BEAUTY THERAPY
your skin health experts

Shop 1/9 Kenrick Street, The Junction
Ph: 4962 5022 www.indulgences.com.au

Welcome to the Neighbourhood
from
Amcal Ashgrove Village



Amcal

12/17 Stewart Rd, Ashgrove; 3366 2885
www.amcal.com.au

“Welcome” postcard examples



"Welcome" postcard examples



“Welcome” postcard examples

Postcards that offer a “**turnkey solution**” to reaching new residents

Postcards

- » Our pre-printed and addressed postcards are couriered monthly to our clients

OR

Postcards with a magnet

- » Our postcards with a magnet and address label affixed are couriered monthly for clients to post.



*“Please come and see me so I can renew...
...I don’t want to miss out!”*

- Alan Dalgarno
Director
Four Paws Vets

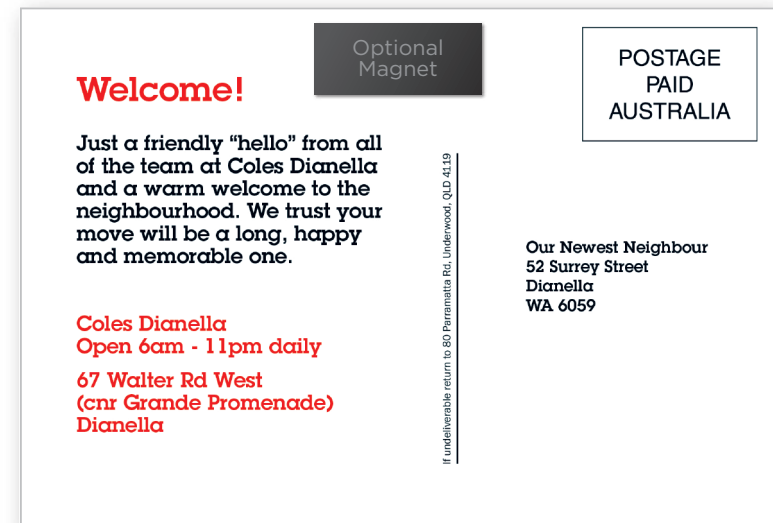


*“Welcome to the Neighbourhood helps us
keep one step ahead of our competitors”*

- Alan Nelson
Nelsons Plumbing
Est. 1948



FRONT



BACK

Shown smaller than actual size of 166x115mm (2/3rds scale)



“Welcome to the Neighbourhood” package options & pricing structure

1



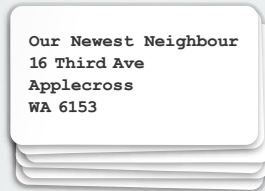
Excel List

Emailed monthly

\$0.88 ^{EACH}_c

\$0.97c each including GST

2



Address Labels

Supplied monthly

\$0.98 ^{EACH}_c

\$1.08c each including GST

3



Postcards

Mailed monthly

\$2.04 ^{EACH}_c

\$2.25c each including GST

4



Postcards With Magnets

Mailed monthly

\$2.16 ^{EACH}_c

\$2.38c each including GST

\$0.88c each per mover +
\$0.68c printing & addressing +
\$0.48c Australia Post + GST*

\$0.88c each per mover +
\$0.80c printing & addressing +
\$0.48c Australia Post + GST*

*Take advantage of our bulk post rate

Prices shown are indicative. Quantity discounts apply.
Monthly payments by credit card or direct debit.
Postcards have an initial set-up fee of \$250 including design.



newmovers

www.newmovers.com.au | 1800 758 876

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