



Homebuyer Mail Programs

Important Information Homebuyer Mailing Program

- Reaches recent homebuyers in the Phoenix metro area 5-10 days after home closing
- Targets top 75-80% of homes based on value
- Monthly distribution can range from 5,000-7,000
- 8.0" x 5.25" glossy, 4 color, 2-sided insert
- Cost: From 9.5¢ each address



Follow Up Homebuyer Mailing Program

- Launching in Fall 2021
- Reaches homebuyers in the Phoenix metro area 30-35 days after home closing
- Targets top 75-80% of homes based on value
- Monthly distribution can range from 5,000-7,000
- 8.0" x 5.25" glossy, 4 color, 2-sided insert
- Cost: From 8.5¢ each address



Targeted Postcard Mailings

- Several sized postcards available
- Your choice of homebuyers, new movers, or other targeted demographics
- Daily, weekly and monthly mailings available
- Targeting by zip code, carrier route and home values available
- Affordable pricing. Contact us for price quote



REACH HOMEBUYERS IN THE PHOENIX METRO AREA

- Reach homebuyers NOW and establish long-term relationships with them BEFORE your competition (average length of residency for a homebuyer is 8.3 years)
- Includes purchases of existing and newly constructed homes
- 19.5% of your customers will move this year
- Homebuyers will spend an average of \$10,900 on goods and services within first 90 days after moving
- Today's homebuyers have lower interest rates, great credit and financial stability
- Nearly three-quarters of new movers make major purchases (furniture, appliances, home improvements, etc.); the target window to influence these decisions is two months before the move and three months after
- The average newly-constructed home owner will spend more the first year of residency than the following 3 years

Call (888) 523-0165 for more information about advertising options