



PREMOVER DATA

REACH HOMEOWNERS GETTING READY TO MAKE A CHANGE

35 million people move each year and spend \$15.5 billion during the first 21 weeks before and after their move. Premovers represent individuals who have either just listed their home for sale, or just gone under contract with the home they are selling. They represent an ideal target as consumers prepare for their move and are poised to make more than 70 brand decisions over the course of this major life event.



PERFECTLY TIME YOUR MARKETING

Speedeon's data can help you reach people who have either recently listed their home or whose home is already under contract. Depending on their status, they may be in-market for goods and services to help them boost their current home's value, secure financing for a new home, or even hire movers to take them to their next destination.

Moving is a primary driver for consumers to switch or try new brands. **They will look to buy:**



FURNITURE

Appliances, home furnishings and other residential upgrades



IMPROVEMENT

Home improvement needs such as paint, light and plumbing fixtures and new flooring



SERVICES

Phone, cable/satellite and home security services



MOVING

Moving services such as trucks and self-storage

It is important to make it easy to find and buy from your brand.
Consider using targeted direct mail and email campaigns.

OUR APPROACH

Speedeon's highly accurate and timely premove data is multi-sourced from:

- Sale by owner sites and pending sales
- Real estate agents and records
- County records
- Newspaper and other online publications

The data undergoes rigorous analysis and third-party verification, and is updated weekly.

DID YOU KNOW?

1

GET IT READY TO SHOW

Painting the home's interior is the most common update (36 percent of sellers do it), followed by landscaping the yard (29 percent), replacing, or repairing carpeting or flooring (26 percent), and making improvements to the bathroom (also 26 percent). Only 21 percent of sellers list their home as-is. **Zillow*

2

SWEAT EQUITY

Younger sellers are more likely to make improvements prior to selling; 90 percent of Millennials did at least one renovation or improvement, compared with 85 percent of Gen Xers, 69 percent of Boomers and 59 percent of Silent Gen sellers.

**Zillow*

3

IT DOESN'T HAPPEN OVERNIGHT

The average amount of time a home is officially listed on the market is three months. Combined with the average seven months that sellers think about listing their home, the entire process from initial thought to closing takes around 10 months. **Zillow*



Premover Audience	At Contract:	At List:
Total Yearly Volume	7,545,456	5,759,232
Average Monthly Volume	628,788	479,936
Average Weekly Volume	145,105	110,754
% with Phone Available	61.40%	61.40%
% with Email - Acquisition Email Deployment	36.90%	30.10%
% with Email - Social Media Onboarding	47.60%	48.70%

WE CAN DRIVE YOUR BRAND FORWARD

If you need to scale or find unique audiences, you're in the right place. Our team of strategists, data scientists and marketers are ready to go the extra mile to solve your marketing problems. Ready to get started? **Contact us at info@speedeondata.com.**