



## New Mover Profiles

# Understanding Your New Mover Audiences

## LUXURY HOMEBUYERS

**Demographics:** High-income individuals or families, often professionals or business owners, relocating to upscale homes.

**Priorities:** Luxury home services (interior design, high-end appliances), security, lifestyle services, financial management.

**Challenges:** Finding premium services that meet their high standards, adjusting to an affluent community.

**Marketing Focus:** High-end home improvement, concierge services, luxury appliances, and exclusive local memberships (e.g., country clubs, spas).

# 7%

Mostly couples that are selling their first or second home and moving into a luxury home.

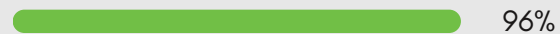
12 Months: 1,781,450

1 Month: 166,757

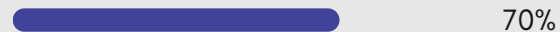
## MEDIA MIX RECOMENDATION

New movers are engaging with new brands on every channel! See below for the first point of discovery for most new movers.

### Direct Mail



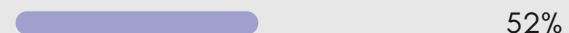
### Social Media



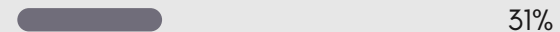
### CTV/OTT



### Digital and DOOH



### Streaming Audio



### Email

