

Connecting you with the right audience



The New Mover Product Suite by HomeData

In operation since 1987, HomeData, a Deep Sync brand, leverages a variety of public and proprietary compilation sources to create the nation's most comprehensive selection of move-related and property data assets on the market today.

**Inquire About Our
Custom Audiences!**

HomeData, a Trusted Provider

Deep roots in data compilation have led HomeData to being an industry-recognized leader that brands, agencies, and data resellers alike have relied on for more than three decades. Our exclusive sources and compilation methodologies result in the most comprehensive coverage of move and property-related data available today. Weekly updates ensure relevance, timeliness, and ease in reaching in-market buyers.

9.2MM

New Movers
Nationwide

3.5MM

New-to-State
Movers

Based on moves from April - September 2022

1.1MM

Multi-Family to
Single-Family Moves

Where Did They Move?



Moved from California to
Texas: 11%
Florida: 8%
Arizona: 5%
Washington: 5%



Moved from New York to
Florida: 13%
California: 8%
Texas: 8%
New Jersey: 6%

Use Case: Home Furnishing Retailer Increases Leads and Spend per Order

A home furnishings retailer with more than 100 design showrooms nationwide sought digital audiences to improve their prospecting initiatives. With Pre-Mover and New Mover data from HomeData, the client drove a 55% increase in lead conversion and a 38% increase in spend per order.

Use Case: Financial Institutions Increase New Account Openings

14 super-regional financial institutions offering banking and financial advisory services utilized HomeData New Mover audiences for their online and offline campaigns. Collectively, they realized an 88% increase new account openings and a 451% return on investment.

HomeData New Mover Audiences



Pre-Movers

Reach: 1.4 million pre-movers

Identify individuals that have placed their house on the market and will soon be moving to a new home.



New Movers

Reach: 25.8 million new movers

Capitalize on demographic and property mover insight by knowing where these individuals moved to and from.



New Homeowners

Reach: 4.6 million new homeowners

Connect with new homeowners, a first choice for insurance and financial services marketing.



New Construction

Reach: 2.7 million new construction addresses

Be the first to reach new households with never-before-seen addresses for these recently constructed homes.



New Connects

Reach: 4.9 million new connects

Identify consumers that have connected a new landline telephone number.

Compilation Methodology

HomeData's attributes are 100% compliant with U.S. privacy rules and regulations. We compile our exclusive information from the point of origin. A complete suite of data hygiene processes are applied with each update to promote the highest quality and deliverability across all channels.

Primary Collection Sources

- Deed Recordings
- Telephone Connections
- Utility Connections
- Proprietary Address Changes from Credit Cards and Magazine Subscriptions

Call 888-970-7248 today and learn how the HomeData New Movers product suite can positively impact the success of your next campaign initiative.