



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.

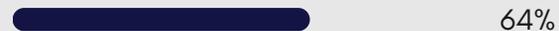
Direct Mail



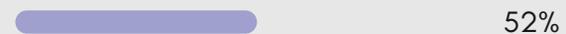
Social Media



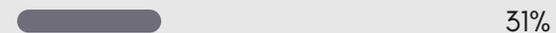
CTV/OTT



Digital and DOOH



Streaming Audio



Email

