

why

reach New Homeowners?

They're a great target market for new customers!

profile

AVERAGE FAMILY SIZE **3**

AVERAGE AGE OF A NEW HOMEOWNER **40**

FIRST-TIME HOME BUYERS **50%**

NEW HOMEOWNERS THAT ARE MARRIED **68.3%**

HOMEOWNERS LIVING IN SINGLE-FAMILY HOMES **73%**

AVERAGE ANNUAL EARNINGS OF A NEW HOMEOWNER **\$83K**

MEDIAN PRICE PAID FOR A NEW HOME **\$387K**

NEW HOMEOWNERS THAT BUY HOME-RELATED PRODUCTS & SERVICES **100%**

buying patterns

New homeowners have no set shopping or buying patterns. They do, however, still have needs to be fulfilled: a place to eat out, a store to buy clothes, a doctor, a landscaper, daycare services, and a hardware store, just to name a few. Once a new-found favorite store or service is discovered, the business will have a loyal customer for years—and let's not forget the power of referrals.

Both new and established businesses benefit from repeated contact with new and recent homeowners.

As a consumer, you know that once a customer finds a service that meets his needs, he tends to be loyal. It is difficult to get someone to switch to a new service-provider. New homeowners have yet to establish their loyalties. Make a great impression by reaching them first and start a buying pattern instead of trying to break one.

immediate needs

New homeowners need home-related products and services. They need to find a new doctor and grocer as much as they need a new childcare center, insurance company and restaurant. What's more, during the settling in period, New Homeowners will spend three to four times more on property alterations, appliances and furnishings than existing homeowners.

income & credit

New and established homeowners have high income and good credit. They just successfully passed a detailed credit check to purchase their home. Additionally, the first year is most often the time that major renovations, repairs and decorating projects occur. Renters don't invest in their homes.

retention

New homeowners can replace lost customers! Businesses lose customers in a number of ways: attrition, competition, or simply because they moved away. When you advertise in **The Homesteader**, you're implementing a long-term strategy that works: find new customers to replace lost customers. This is a long-term strategy to build your business.

longevity

New homeowners stay in their home for approximately nine years. If a new homeowner becomes a customer of yours, your business could benefit from many years of repeat visits and referrals.



Since 1990

THE **Homesteader**®

The Publication for New & Established Homeowners™

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