

Over 2.1 Million Movers Available in October 2020

Even with most Americans in lockdown, your customers and prospects are still moving and in need of your services. Now more than ever, you have an opportunity to connect with an incredibly responsive audience and drive real results for your brand.

Sales of existing home sales rose 4.3% compared to September 2020. Annually existing home sales rose 26.6% from October 2019. This is the highest annualized rate since February 2006. With an extreme shortage with of existing homes for sale the median price is up 15.5% annually and the highest on record¹. 7 out of 10 homes sold in October 2020 were on the market less than a month².

Sales of new single-family houses in October 2020 were at a seasonally adjusted annual rate of 999,000, according to estimates released jointly by the U.S. Census Bureau and the Department of Housing and Urban Development. This is 0.3 percent (± 13.6 percent)* below the revised September rate of 1,002,000, but is 41.5 percent (± 22.6 percent) above the October 2019 estimate of 706,000³.

Our Pre-movers coverage stands at close to 1 million per month in 2020, a 50% increase over 2019, showing potential new movers are ready to move.



Leveraging new mover data in a multichannel campaign is a perfect way to promote your ecommerce site to shop now. **The historical results speak for themselves:**

- One national retailer saw a response rate of 3.75% and \$1.15MM in top line revenue.
- Another sees on average a 12% annualized response rate with ~\$24MM in incremental revenue.
- When a financial services company hit troubling times, they used movers to improve relative redemption rate by 44% and saved nearly \$500,000 in marketing costs.

Let us help you stay connected with your existing customers and prospects with your message.

Learn More: <https://www.speedeondata.com/our-data/mover-data/>

References:

- ¹ <https://www.cnbc.com/2020/11/19/october-existing-home-sales-see-spectacular-26point6percent-annual-increase.html>
- ² <https://www.cnbc.com/2020/11/19/october-existing-home-sales-see-spectacular-26point6percent-annual-increase.html>
- ³ <https://www.census.gov/construction/nrs/pdf/newresales.pdf>