



# New Homeowner List NOW AVAILABLE FOR RENT!

New homeowners spend an additional \$10,000 in the first year of living in their new home. Get your product or service in front of these highly responsive new homeowners today!

- ✓ Over 4 million new homeowners annually
- ✓ List updated weekly
- ✓ Consistent top-of-merge priority
- ✓ Proven direct-responsive audience
- ✓ Credit-worthy individuals
- ✓ Partners having continued success with our list:  
Wayfair, Harry's Razors, SimpliSafe, Home Advisor,  
Terminix, and Grove Collaborative



## Proven offer categories include:

- Home furnishings/décor
- Home security
- Cable/satellite
- Home improvement
- Pest control
- Landscaping
- Insurance

## Highly targeted segments include:

- Home value
- Mortgage
- Year built
- Number of rooms
- Square feet
- Geography

\* Additional selects upon request

**For more information or to schedule a consult, contact:**

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