

# Pre-Mover Data

## Overview

Infogroup's pre-mover data allows you to target consumers before they are set to move. Leveraging pre-mover information can help increase your sales rates by reaching customers who are currently in market for new home related products and services such as wifi, home improvement, lawn care, insurance, furniture and more.



### Data Collection

Pre-mover data is sourced from real estate and newspaper listings. Every day we pull new & updated listings from these sources and match it against our Consumer Database.



### How Does It Work?

We maintain the last 365 days of pre-mover data to help you identify families who've just put their home on the market, if a deal is pending or if a home has been sold.



### What Can I Do with It?

It allows you to target and tailor campaigns to those almost new homes owners, and increase your bottom line.

## Key Benefits

- Quickly fill-up your lead pipeline with the 10,000 new listings that get added every day to the source file
- Speed up your time to close
- Reach consumers who are likely looking for your products right now