



New Homeowners Provide Fertile Ground for New Business Development

PROPERTY
INFORMATION
& ANALYTICS

Consumers who have recently purchased a home are a lucrative source of business for many companies including large home improvement retailers, consumer electronics companies, construction companies, landscape companies, security firms and more. These consumers spend a great deal of money in a short amount of time making them ideal prospects for your business. CoreLogic® leverages a number of its data assets to identify new homeowners to ensure a continuous flow of these prospects into your business development efforts.

New Homeowners

Consumers moving into a new homes (new construction or resale properties) offer the largest source of home improvement leads. Using the CoreLogic property database, you'll benefit from expansive coverage that ensures you have access to the greatest number of these valuable prospects. Specifically, CoreLogic tracks property sales for **99.9%** of U.S. households, identifying more than **4 million new movers** each year.

Other highlights from CoreLogic's property data assets include:

- ▶ Property characteristics on 148.5 million parcels
- ▶ 900 million property transactions (mortgage records, voluntary and involuntary liens, foreclosure records)
- ▶ Property valuations for nearly every U.S. residential property



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