

New Homeowners

Be the first in the mailbox for these responsive consumers

Increase your customer base by targeting households ready to make major purchases.

Buying a home is a major event, it also triggers an influx of new spending. The NFocus New Homeowner database gives you the ability to target these in-demand consumers, helping you turn new homeowners into new customers.

During the first two years after closing on a new home, the average new homeowner spends \$4,500 more than a non-mover*. New homeowners are making major purchases on appliances, furnishings, and home improvements, among other items.

The New Homeowner data file is compiled strictly from county courthouse deed transactions. The database includes only residential new home purchases. Lot sales, refinances, and commercial property sales are excluded from the file to enhance the targeting efficiency.

The NFocus New Homeowner file provides comprehensive coverage with data from more than 1,300 counties with in-depth coverage in the top 100 metro markets.



Recommended uses include retail, home furnishings, insurance, home repair, remodeling, and landscaping.

New Construction file also available for new builds.

Access the NFocus New Homeowner data file 24/7 on the ListCounts® portal or contact your Account Manager for details.

Select Options

Dwelling Type
Mortgage Amount
Rate Type
Lender Name
Loan Type
Purchase Price
Gender

Total Universe

8,300,000

Frequency of Updates

Weekly

**National Association of Home Builders

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The Data Agency