

DELIVER YOUR BUSINESS DIRECTLY TO THEIR DOOR

TURN NEW HOMEOWNERS INTO CUSTOMERS

nuCards™ OVERVIEW

Generate sales, develop relationships and be one of the first businesses in front of the new homeowner during the critical first 90 days after closing.



YOUR BUSINESS IN THE BOX

There are several methods for marketing to new homeowners, but many of these services and welcome packs are direct mail and most likely to end up in the trash. We have developed a more personalized, welcome gift that delivers your business and marketing offer right to their doorstep.



WHAT IS IT?

A nuCard™ will represent your business and give the new homeowner an incentive to prioritize their purchase with you. It will ensure your business is one of the first through their door where you will start to build awareness, warm sales leads and brand loyalty immediately.

Example: Front of a nuCard™



Example: Back of a nuCard™



WHY YOU SHOULD FOCUS ON NEW HOMEOWNERS

The new homeowner is a powerful consumer. Although they just made a very costly investment, they still have purchase needs and they will spend—a lot! Within the first three months they will start establishing relationships with businesses around them. You have a narrow window of opportunity to claim them as a potential customer and we help you establish that important relationship and grow your business.

LEARN MORE ABOUT OUR PATENT PENDING TCPA COMPLIANT OPT-IN PROCESS



Each new homeowner in our database goes through qualifying and a TCPA compliant opt-in process to ensure legal compliance. You can trust that each lead delivered has met all legal checks for opt-in marketing.

Ask your sales representative about our compliant data process to learn more.

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nuHome™
P R O M O T I O N S

Call us today at **1.877.630.7209**
or visit us online at www.nuhomepromotions.com
Follow us online!



BUILD AWARENESS AND TURN NEW HOMEOWNERS INTO CUSTOMERS.

DELIVERIES AND ACTIVATIONS

We activate almost **one out of every two welcome gift boxes delivered** across all our markets. Since new homeowners have immediate purchase needs, there is always something that will be relevant to them.

Depending on your market location, deliveries can range from **700-13,000 per month**. Your business and nuCard™ will get noticed right away. Our goal is to give you a competitive advantage and that opportunity to gain awareness with a potential customer within the critical, first 90 days.



HOW IT WORKS



NEW HOMEOWNERS SPEND 2.8X MORE THAN NON-MOVERS IN THE FIRST YEAR WITH MOST HAPPENING IN THE FIRST THREE MONTHS!*

*Sourced from Siniavskaja, Natalia, Ph.D. "Spending Patterns of Home Buyers". 12/4/08. HousingEconomics.com Special Study

REAL RESULTS

A plumbing business and client for two years in Phoenix, Arizona receives **30 calls a month and 360 calls per year** on average from their nuCard™. This is an average of **almost one call a day!**

About nuHome Promotions

Our mission is to deliver exceptional value by bringing together the everyday purchasing needs of the new homeowner with the products and services of their area businesses. We enable thousands of clients to compete more effectively by providing cost-effective solutions for lead generation that allow them to grow their business.

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