New Construction File

Open doors to new customers

In 2022 there were 1.56 million new housing starts in the US.[1] This number has remained above one million every year since 2014. In their first three months of living in a new home, they will spend more than they will in the following three years. On average, $10,000[2] is spent on goods and services, including appliances, banking, furnishings, home décor, home security, internet, insurance, local retail, and restaurants.

Built with our multiple technology and identity resolution patents, Vericast's **New Construction** database is perfect for finding the right audience of home-buying consumers. Be the first to reach high-spending consumers at the pivotal stage of deciding what and where to purchase, with unmatched capacity for data that's updated weekly, optimized across media channels.

SUPERIOR INDENTITY RESOLUTION

Vericast holds multiple patents in data and technology, ensuring our data is robust, precise, well-connected, and highly accurate for personalization. Originally designed to enhance our mail programs, our patents now form the backbone of our offline identity resolution. They enable us to connect across various channels using our persistent "VKEY" address identifier, applicable to our 170 million U.S. addresses.

1.56M

New Housing Starts[1]

$10K

Average Spend In
First Three Years of
Home Ownership[2]

Source: 1 | "Housing Starts Data & Statistics," IPropertyManagement, October 19, 2023; 2 | Dutton, Judy, "Just Bought a New Home? Prepare to Shell Out an Extra $10K," realtor. com, July 7, 2017

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BENEFITS

The **Vericast New Construction** database powers your marketing efforts by focusing on newly built residences. Moving into a newly constructed home often indicates a higher purchasing power. This database is updated weekly, ensuring it only includes addresses of the most recently constructed residences.

Updated weekly to capture newly occupied homes

Reach more than 35,000 new construction home-buyers each week

Sourced from postal addresses

Enhance with demographics to reach the best neighborhoods

RESULTS MATTER

At Vericast, we optimize your advertising effectiveness, inspiring a greater number of consumers to take action. Our approach involves intelligent cross-channel campaigns that are not only smarter but also more inspiring. We offer continuous support in planning, executing, and measuring highly effective, personalized promotions. This is powered by our exceptional data intelligence. As a leader in intelligent media delivery, our commitment is to ensure your advertising not only reaches but also resonates with your audience.

MARKETING SAMPLES

Marketers can effectively target consumers moving into newly built homes by emphasizing the essential products and services they will need.

> **Home Furnishing and Appliances:** Furniture, appliances, and fine décor tailored for brand new spaces.

> **Interior Design Services:** Professional design services to personalize and style new spaces.

> **Smart Home Technology:** Installation of smart home systems such as automated lighting, security, and climate control to personalize and enhance the style of the new homes.

> **Lawn Care and Landscaping:** Services for designing, planting, and maintaining gardens and lawns to create functional outdoor spaces.

> **Financial Services:** Specialized financial products such as new homeowner mortgages, home insurance, and home improvement loans.

> **Telecommunications:** Setup services for internet, cable, and home security systems critical for seamless transition and immediate connectivity in their spaces.

> **Utility Providers:** Essential service setups such as water, gas, and electricity tailored for newly constructed properties to ensure they are fully functional from day one.

The Vericast New Construction File provides an accurate, up-to-date list for identifying and reaching buyers of newly built homes. Contact our experts today at info@vericast.com to learn how our powerful consumer intelligence can help grow your business.

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