New Homeowner Lists Prospect Masterfile

The New Homeowner Lists Prospect Masterfile is a high-performing marketing resource built for businesses targeting individuals and families who have recently purchased a home. These consumers are financially qualified, purchase-ready, and actively seeking products and services to establish and improve their new living spaces.

Updated frequently and sourced from verified real estate and mortgage transaction data, this masterfile delivers unmatched access to one of the most lucrative and responsive consumer segments. Whether you're offering home services, furniture, insurance, or local business promotions, this file connects you with buyers at the exact moment they're making major household decisions.

Key Facts

- Over 5 million homes are purchased each year in the U.S.
- The average new homeowner spends over $12,000 on home-related products and services within the first year.
- 76% of new homeowners buy furniture and appliances within 60 days of moving in.
- 60% establish new service relationships, including insurance, utilities, and internet providers.
- 70% begin home improvement projects within 6 months of purchase.
- The majority of new homeowners are aged 30–49 and have household incomes exceeding $90,000/year.
- Updated weekly for maximum accuracy and freshness.

Popular Usage

- Marketing Furniture, Mattresses & Appliances
- Promoting Homeowner's Insurance & Mortgage Protection
- Advertising Home Security Systems & Smart Devices
- Offering Landscaping, Lawncare, and Renovation Services
- Promoting Local Contractors, Roofers, Painters, and Handymen
- Marketing Kitchen & Bath Remodeling and Décor Products
- Selling Internet, Cable, and Utility Packages
- Advertising Welcome Gifts, Coupons, and Loyalty Clubs

Products and Services

Marketing Lists | Direct Mail Marketing | Email Marketing | Mobile Advertising | Social Media Advertising | GEO-Link | Turn-Key Solutions

Sources of Data

Online Registration | Lifestyle Surveys | Government Records | SEC Filings | Annual Reports | Occupant Data | Voter Registration | Telemarketing | Publication Subscribers | Purchase History | White pages | Associations

Total Universe

12,000,000

Base Rate

$180/M

Minimum Order *

5,000

Data Type

Consumer Database

Recommended Selects

- Home Purchase Date
- Property Type
- Homeownership Type
- Mortgage Type
- Household Income
- Age
- Gender
- Geography
- Ethnicity
- Religious Affiliation
- Occupation
- Marital Status
- Presence of Children

Data Profile

- Comprehensive
- Accurate
- Updated Monthly
- Ethically Compiled

** High Volume Discounts are Available*

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