Mover Alerts

Over 10% of the UK's adult population move home each year. Of these movers, many forget to inform companies (utilities, banks etc) that they have relocated.

Keeping track of these customers is challenging. With the continued **growth of renters** – who may move more than once a year – this trend is set to get worse. Customers moving home is often a trigger for them to **switch supplier**. This is the perfect time to engage and anticipate their needs.

Mover Alerts contains properties listed for **sale and rent** that, when matched to your database, enable you to identify customers that are planning or in the process of moving. This **advance notice** means you can act before you lose touch.

- **Includes data on over 2.5M property alerts per annum and growing**

- **Contains information on both homeowners & renters who are moving home**

- **Unique records at the time the file is released each month**

- **Super-fast notification provided daily via our JetStream Proactive service**

- **GDPR compliant; property details are held at address level & do not contain PII**

Mover Alerts makes it easy to keep track of your customers, **prevent mover attrition**, and ensure your data remains accurate and complies with DPA & GDPR regulations.

Comprehensive & Reliable
You can rely on our accurate, comprehensive whole of market coverage for both homeowner & renter movers. Our data contains over 2.5m property alerts per annum, it's sourced from several property portals and provides full information about each individual property at address level including the 'status' of the home move.

Understand Mover Status
Mover Alerts will also update you when the progress of your customers move changes. e.g. initial listing, under offer, completion etc. helping you keep track of exactly where your customer is in their home mover journey and helping you meet their specific needs at every point.

For more information please visit us at
https://data-heads.co.uk/mover-alerts/