

Contact:

Assabet Valley ChamberMail Representative
call 1-800-681-0121 or email adinquiry@chambermail.us



New Residents/Assabet Valley

ZIP	From	To	New Residents
01503	1/1/2016	12/31/2016	37
01740	1/1/2016	12/31/2016	14
01749	1/1/2016	12/31/2016	270
01754	1/1/2016	12/31/2016	123
01775	1/1/2016	12/31/2016	71
01776	1/1/2016	12/31/2016	185
			700

Sources: Local Registry of Deeds, Public Utility Hookups



New Resident Buying Habits

How much do you plan to spend on your new home within the FIRST 12 MONTHS?

\$10,000 - \$25,000	72%
\$25,001 - \$40,000	14%
Over \$40,000	6%

Which of the following products do you plan to purchase within the FIRST 90 DAYS?

Appliances/TV	25%	Furniture	21%
Bathroom Items	60%	Lighting	44%
Bedding/Linens	40%	Mattresses	20%
Blinds/Drapes	49%	Cable/Satellite	28%
Carpeting/Rugs	30%	Security System	17%
Computers	33%	Vacuum Cleaner	20%
Flooring	20%	Windows/Doors	19%

What improvements will you make to your new home within the FIRST 6 MONTHS?

Bathroom Remodeling	25%	Painting	42%
Driveways/Repaving	35%	Patio/Decking	28%
Fencing	24%	Pool Installation	3%
Kitchen Remodeling	31%	Room Addition	20%
Landscaping	46%	Sprinkler System	21%
Lawn & Sod	29%	Wall Covering	29%

What services will you require within the FIRST 6 MONTHS?

Carpentry	25%	Electrician	30%
Day Care Provider	35%	Mason	15%
Maid/House Cleaning	24%	Plumber	28%
Painter	31%	Vehicle Purchase	35%
Cabinetry	23%		

Do you plan on purchasing a car in the next 12 months? YES 52%

Do you plan on traveling this year? YES 68%

Will you be changing the following?

Accountant	18%	Attorney	7%
Bank	33%	Chiropractor	10%
Church	23%	Dentist	29%
Health Club	42%	Insurance Agent	18%
Market	56%	Physician	25%

Businesses that you would like to have additional information and special offers sent to you

Auto Repair/Supplies	30%	Interior Decorating	42%
Cable/Satellite TV	33%	Landscaping	43%
Cleaners	25%	Locksmiths	30%
Closet Remodeling	27%	Painting	16%
Clothing Stores	37%	Pest Control	16%
Computer Online	45%	Pools & Spas	24%
Financial Planner	17%	Restaurants	93%
Fitness/Health Center	25%	Preschools	14%
Frame Stores	13%	Security Systems	22%
Garage Doors	20%	Shutters	12%
Gardening	47%	TV/Appliances	27%
Gift Stores	25%	Travel	29%
Hair Salons	74%	Video Stores	29%
Hardware stores	39%	Water Systems	25%
Heating & Air	19%	Water, Bottled	16%

Source: HMSI, Survey of New Residents 2004

FAQ



Do advertisers receive a brochure?

Yes. Advertisers are mailed a copy at the same time as the initial mailing, letting them know the program is underway and to expect new business. The advertisers will also receive an email showing the final PDF link document which will be posted on the chamber's website.

Does the chamber receive a brochure?

The chamber receives a package of brochures once printed, and after the first mailing goes out, and is mailed one simultaneously with the initial mailing. The chamber also receives a PDF document of the final publication containing links to all advertising member websites. The chamber posts this publication on its website for the program duration, and may email it to existing members and any residents who wish to be part of the chamber's coupon distribution program.

Do advertisers get to proof their ads?

Yes. Advertisers receive a final printer's proof of their ad once all ads are submitted and the publication ready for layout. This applies to both display ads and line ads.

Does the chamber get a copy of the names, address, and phone numbers of the people who were sent the brochure when the time comes?

No, the chamber does not receive the database unless they purchase an ad in the publication. Use of the database is for Chamber use only, and is not to be sold or distributed to any non-advertiser or member. The databases are seeded for tracking purposes.

What is the frequency of the direct mail brochure?

ChamberMail is mailed on the 1st of each month, and the new resident data is then posted around the 21st of each month giving us time to remove any returned addresses.

Where do the names come from?

ChamberMail primary source for new resident data comes from your area's local registry of deeds. Each time a single family home, condo, or owner occupied multi-family home transfers its quit claim deed from one party to another, this record will show up in our search monthly search. Refinanced properties are NOT include in our data.

Certain areas of the country do not file quit claim deeds electronically. Therefore, in these locations, public utility hookups (gas, electric etc) are the only source of new resident data. These records may include renters.

What information comes with the data?

New homeowner data is the name, mailing address, type of property purchased (single family, condo, multi-family) and purchase price of the property they purchased if available. ChamberMail guarantees 94% US Postal Service delivery of all addresses we supply and our records are CASS certified by the U.S. Postal Service.

How soon after new residents move in do mailings occur?

Mailings are delivered to new residents 2-4 weeks after their move.

How do I access the monthly database?

To give you an idea of how easy it is to download the monthly new resident data, here's access to a sample of ChamberMail monthly leads:

Go to www.chambermail.us

Click on **Data Downloads**

Login ID: **TESTACCESS** (ALL CAPS, case sensitive, no space between words)

Password: **TESTACCESS** (ALL CAPS, case sensitive, no space between words)

Select the **SAMPLE DATA**

Click on Your Chamber of Commerce.

Download the **CHAMBERMAIL_SAMPLE_DATA**.

The email address supplied to on the ChamberMail Order Form is advertisers Login ID.

What format is the database delivered in?

Data is delivered in Microsoft Excel – and is easily imported into database programs.

Money is tight right now – can I pay in installments?

ChamberMail ads can be purchased with ½ down, and the remaining amount at time of press. ChamberMail will not go to press until all ads are paid for in full. Please don't be the one to hold up the press – it affects your fellow advertising members!

I don't have an ad – can you help with my ad layout?

All you need to supply us with is your company logo (hi-res, please!), and the ad copy and special new resident offer you wish to make. ChamberMail graphics department will lay your ad and provide you with one (1) round of changes, free of charge. Additional proofs are charged at \$50 per proof.

I belong to another chamber as well and advertise through their ChamberMail Program. Can I receive a discount?

Yes! A 10% discount is available for all multi-chamber advertisers. Simply indicate the ChamberMail program currently advertised in, and 10% will be taken off the invoice.