

HC

**Hit a Moving Target –  
Turn New Movers Into  
New Households for Your Financial  
Institution**

**September 25, 2013**

## Today's Presenters



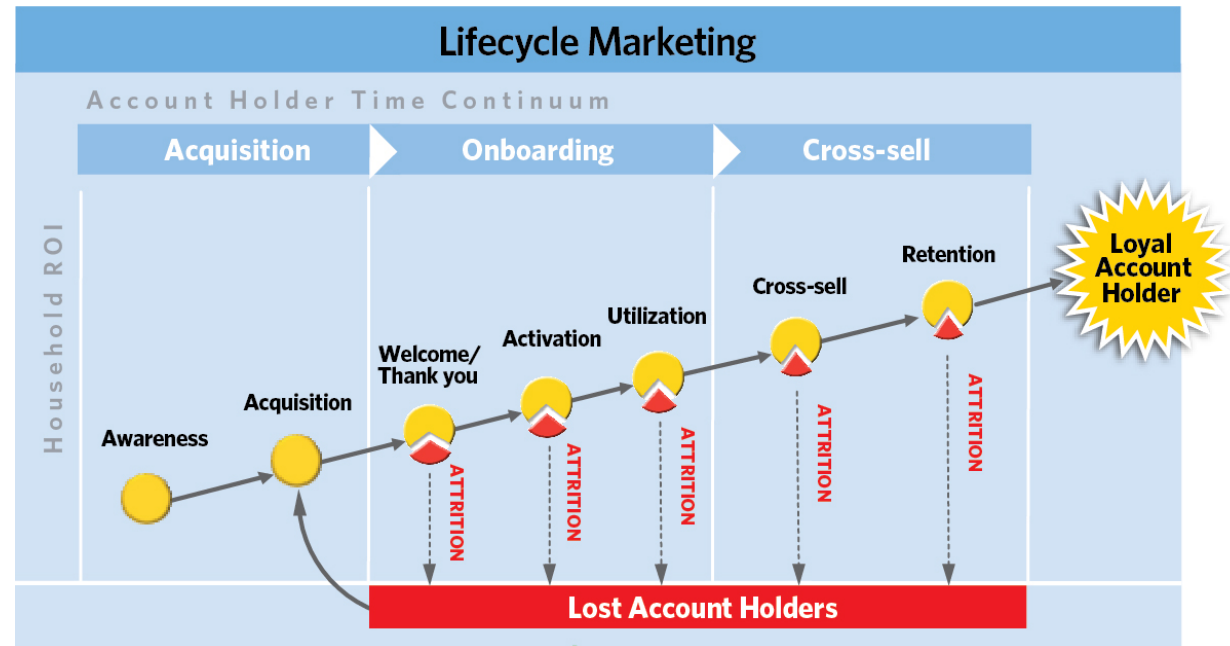
**Sandeep Kharidhi**, Vice President of Analytics



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# Harland Clarke's Core Marketing Philosophy: Account Holder Lifecycle Marketing

- A suite of marketing solutions across the entire account holder lifecycle
- First Touch™ New Mover: a new acquisition solution



## Executive Summary

- With housing market in recovery, people increasingly looking to purchase homes again
- Checking is the foundation account; enables new FI to become the preferred provider of loan products as a cross-sell opportunity
- New mover programs provide superior ROI compared to other acquisition programs
- New mover programs are great add-ons to existing acquisition programs
- Deliver messages sooner than bulk mail drops

## Population Mobility and the New Mover Market

- The economic downturn has made a significant impact on the rate of residential movement in the U.S., but this trend may have hit bottom and a rebound is beginning to occur.

**36.5 million people moved between 2011 and 2012, representing 12% of the population. This is up from the record low of 11.6% in 2011.**

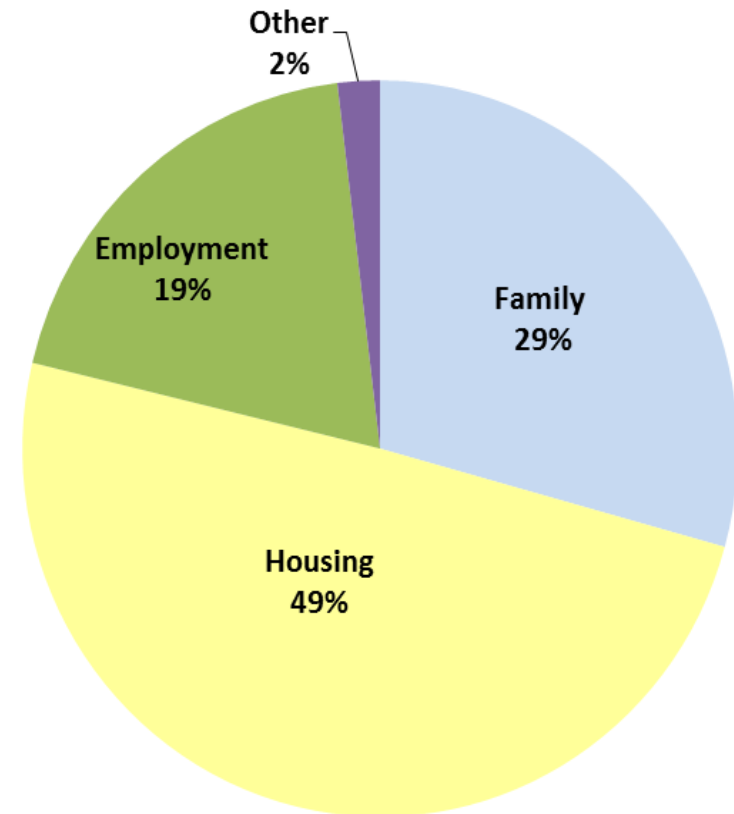
- The new mover profile reflects a greater percentage of younger movers, particularly those 20-29.
- Renters are five times more likely to move than homeowners.
- Although new mover trends are expected to remain fluid, with a shift in the demographic make-up, these households represent an opportunity for account holder base and deposit growth.

## Timing Is Everything

- Consumers change behavior when they move — even if moving a few blocks.
- New movers change banks, grocery stores, doctors, service providers and products they buy because of altered traffic patterns.
- Those in the midst of a move often entertain the idea of starting fresh.
- The best marketing advantage is to be in the mailbox first, with a message that resonates with the new mover.

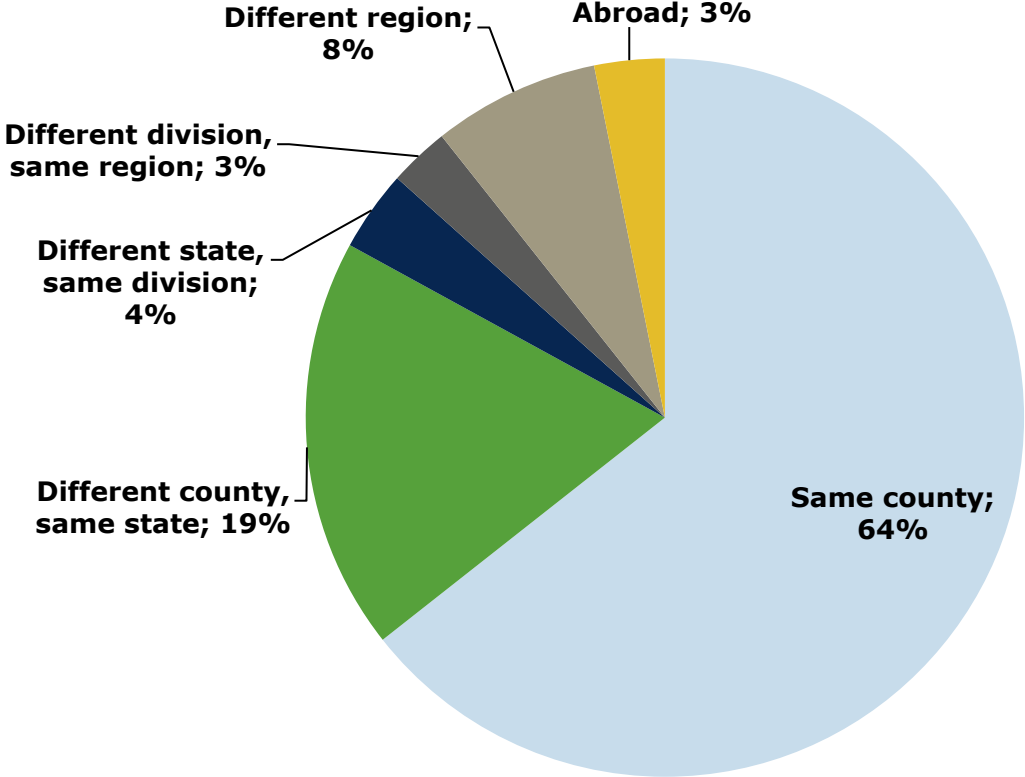
## Reasons for Moving

- **Housing-related issues:** desire to own a home or live in a better neighborhood
- **Family-related reasons:** changes in marital status and establishing independent households
- **Employment factors**



# Where Movers Move

## Percent Distribution by Type of Move

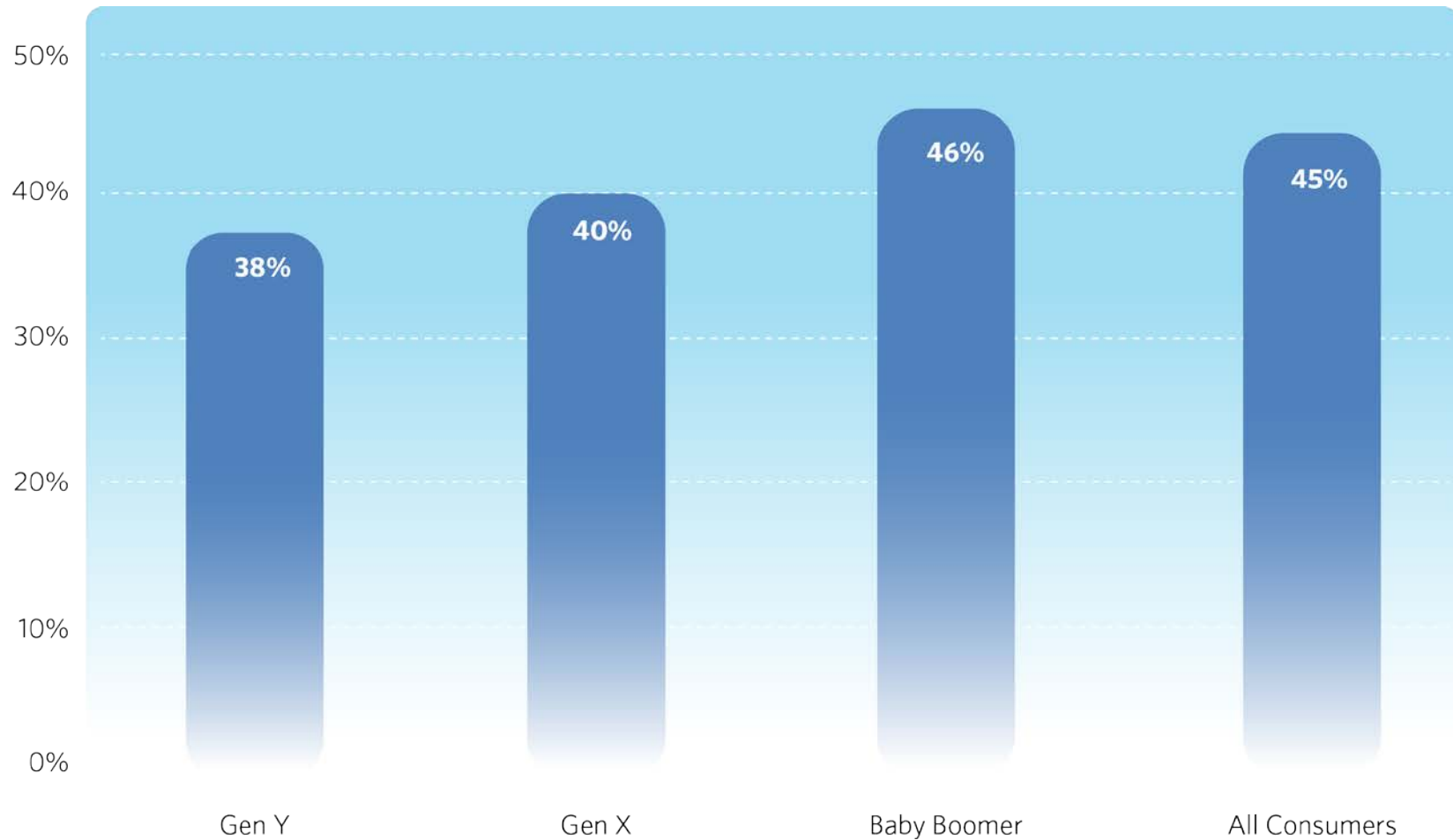




## The New Mover Opportunity

- Because movers are often making many life changes, this targeted audience offers a unique opportunity to establish the foundation for broad-based financial relationships.
- Given the large percentage of Gen Y movers, there is an opportunity to attract these younger households as they become established
  - Less likely to have a long-standing relationship with other financial services providers, are less loyal and more likely to switch.
  - Need for basic financial services, with channel flexibility and accessibility.
  - Investing in the Gen Y segment today can help assure a long-term, expanding relationship as their financial needs grow.

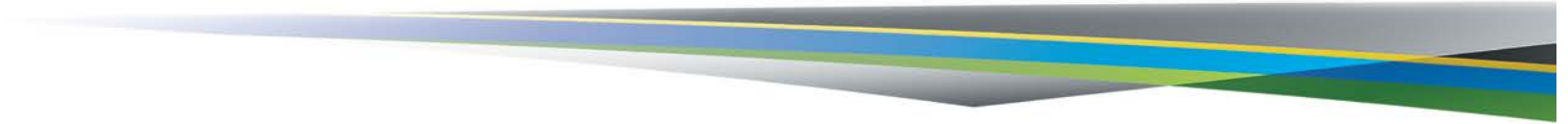
## Overall Low Satisfaction With Existing Financial Institution



Gen Ys are less satisfied with their financial institution than other demos.

## Turnkey Approach to a Successful New Mover Acquisition

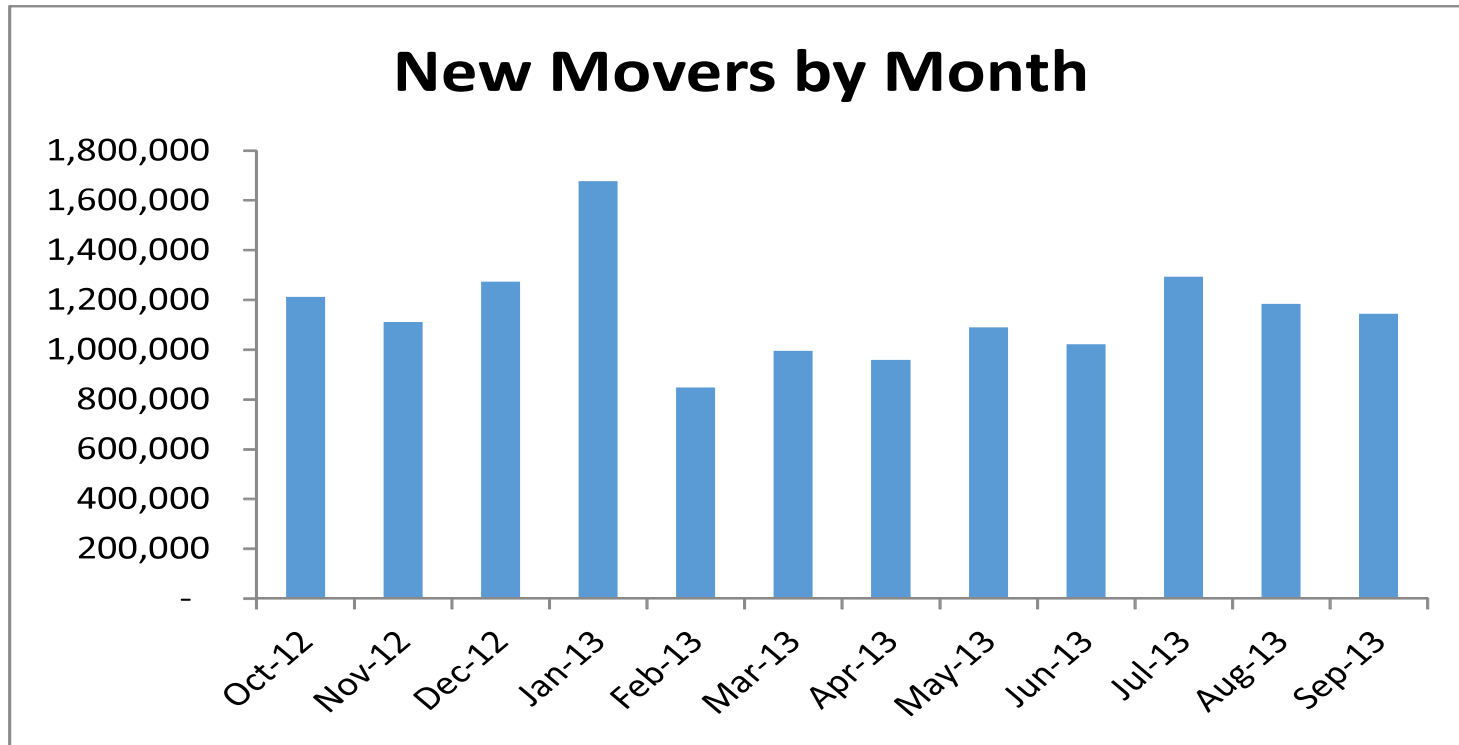
- Strategy and Execution
  - New movers offer a higher potential for checking growth than non-mover prospects.
  - Targeting and timing are the two most important components of success.
  - Depth, quality and timeliness of new mover lists vary dramatically.
- Multi-sourced Database
  - A propriety list of comprehensive data sources quickly and accurately identifies the new movers (examples: utilities, cable, phone, county recorder, magazine subscriptions, etc.).
  - Data is updated daily to provide current, robust information.
- Creative, Fulfillment and Measurement
  - Highly effective self-mailer format based on best practices
  - Mail processed daily for optimal delivery
  - Monthly measurement and campaign reporting for ongoing ROI analysis



## **New Mover Statistics October 2012 to September 2013**

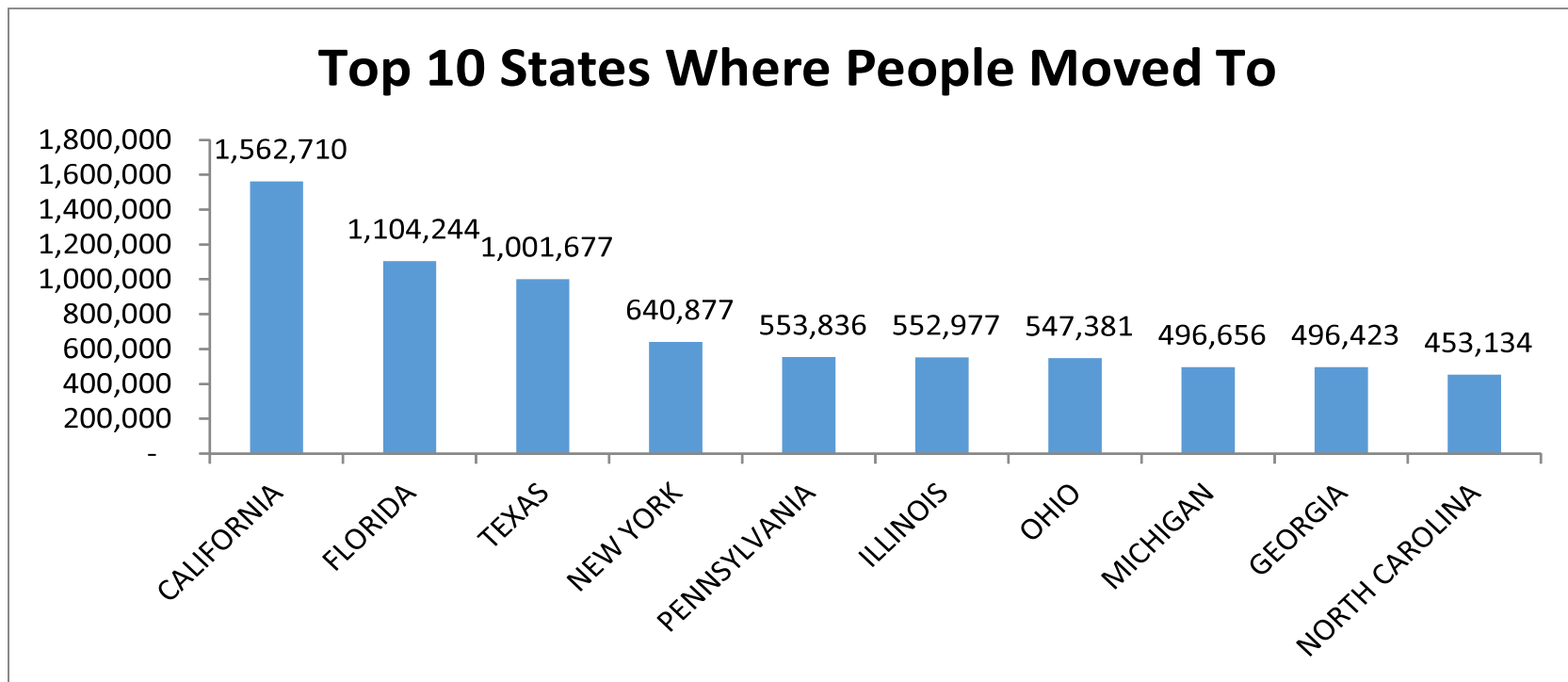
## Monthly Volume of New Movers

- Several factors impact timing of move activity: economy, school-age children, renter/homeowner, job-related reasons, etc.
- Nearly 14 million marketable households moved during the previous 12 months



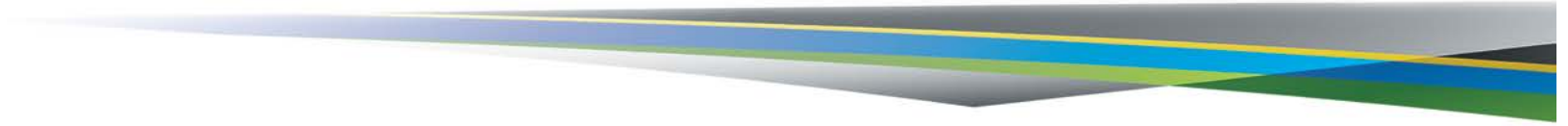
## Top 10 States With New Mover Activity

States that accounted for 54 percent of all movers



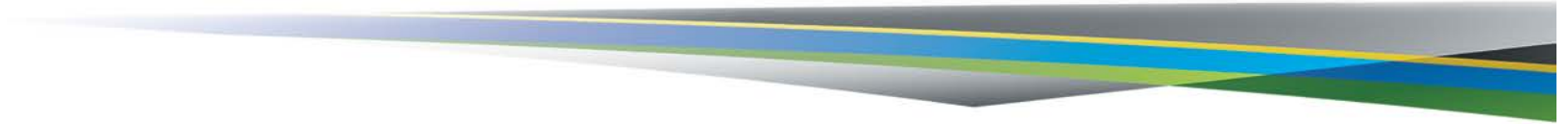
## Factors That Drive Responses to Checking Offers

- There are a number of factors that contribute to response activity, not listed in order of priority:
  - Proximity to your branch
  - Population density
  - Competitor branch locations
  - Competitor marketing activity
  - Area demographics



## Q & A





**Thank you!**