Mover Alerts

A comprehensive, proactive, daily feed of Home Mover retention alerts

2.5M annual property alerts

Super-fast notification

Homeowner and renter data

GDPR compliant

Proactive daily reporting

Flexible data access

theark
DATA QUALITY SPECIALISTS

Mover
Alerts

Home Mover Retention Alerts
Comprehensive. Proactive. Daily.

Includes data on over 2.5M property alerts per annum (based on 2021 figures)

Information on both homeowners and renters who are moving home

Super-fast notification provided daily

Property details are held at address level only and do not contain personal information, so our data is GDPR compliant

Proactive Mover Alerts are provided by our JetStream key-to-key match service. Clients will receive a daily report detailing updates to your customers 'move status' e.g. initial listing, under offer, completion etc

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. For example, you may wish to implement retention strategies, or prompt customers to provide their forwarding address. You may need to ensure all bills and accounts are settled or use the data to flag home movers, helping them to prevent fraud. You may also wish to alert the new home occupier of your services.

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

Mover Alerts

Retain customers by providing timely updates on your services

Mover Alerts is unlike any other file in the market and here's why:

Reliable comprehensive Mover Alerts

You can rely on our accuracy and comprehensive whole of market coverage for both homeowner and renter movers. Our data contains over 2.5m property alerts per annum (based on 2021 figures), 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.

Be the first to know with Proactive Mover Alerts

Match your customer data to our Mover Alerts file using **JetStream**, our key-to-key matching service, and you'll receive an automatic flag on your database together with a daily 'proactive alert report' signalling they have placed their home on the market.

Understand your 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.

Premium Mover data

If you need more information about the property being sold or rented our premium mover data service is available. It includes enhanced property details such as number of bedrooms, has garage, has garden, council tax band etc.

Compliant data you can trust

Mover Alerts data is held at address level only. It doesn't contain personal information and is compliant with both the DPA and GDPR requirements.

Easy ways to access our data

Mover Alerts can only be accessed via our **JetStream** key-to-key matching service.

Mover Alerts

Interested to find out more?

Contact us now for more information or to book a data evaluation:

CALL US
0370 334 1510

VISIT US
www.ark-data.co.uk

EMAIL US
2by2@ark-data.co.uk

theark
DATA QUALITY SPECIALISTS