2730 New Movers

Product Book · https://kb.jeffreysummers.com/docs/2730-new-movers/

Every person who moves into your trade area is a blank slate. They do not have a favorite restaurant yet. They are actively looking for one. Their habits have not formed. Their loyalties have not been earned. And the operator who introduces themselves first has a head start on every other restaurant in the market.

This is not a complicated strategy. It is a timing strategy. Before the new mover has eaten their way through your competition, before they have settled into a Tuesday night routine somewhere else, before someone else's cast has remembered their name — you have a window. It is narrow. Use it.

The mechanics are simple. New mover lists are available through direct mail services — when someone files a change of address, that data becomes available. A targeted piece arriving in the first two weeks after a move, before the Guest has formed a single habit in your market, is the cheapest new Guest acquisition you will ever do. Not because the list is inexpensive, but because the return on a Guest who has not yet chosen anyone else is exponentially higher than the return on a Guest you are trying to pull away from somewhere they already love.

The piece itself matters. Do not send a coupon. Send an introduction. Tell them who you are, what you stand for, and why you are worth the drive. Invite them in. Let the experience close the sale — because if your experience is what it should be, the first visit does the work.

Most operators define their trade area once during site selection and never think about it again. The new mover strategy forces you to think about it continuously — because your trade area is not a fixed zone on a map. It is a living population that shifts every month. The Guests moving in today are tomorrow's regulars. The only question is whether they find you first.