

New movers
spend

8-10x

more than average
customers.

Bring them to your store with WHFA's New Movers Direct Mail Program

Easy. Effective. Efficient.

The WHFA New Movers Direct Mail Program, provided by CPC Associates, is a powerful direct mail advertising program that gives you complete coverage of the new residents in your market area. Tap into this stream of new movers, who are proven spenders, before your competition does.

This is a ongoing, turn-key program that presents personalized marketing messages to new movers at an exceptional value and keeps traffic coming through your door.

Reasons to Get Started Today:

- For only .57, you can reach the New Movers in your area each month (includes creative, printing, postage, your logo, list and mailing)
- Choose from 2 different professionally designed furniture mailer styles
- Customize with your store's information
- Choose the features and benefits of your store and the discounts you want to offer
- Select single family homes and/or apartments and target your specific market segments
- No long term commitments

For details and samples, call WHFA at (800) 422-3778 or FAX (916) 784-7697

Please contact me about the WHFA New Resident Direct Mail Program.

I am a WHFA member.

I am not a WHFA member, but I'm considering joining.

Business Name: _____ Contact Person: _____

Address: _____ City: _____

State: _____ Zip: _____ E-mail: _____

Phone: () _____ Fax: () _____



Western Home Furnishings Association - the largest affiliate of the National Home Furnishings Association
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