



newcomer
SERVICE

The Experts in Finding You New Business

Newcomer Service **First to your door**

Put Newcomer Service's networking strategy to work

Business Strategy

- Central Minnesota is growing at a record pace.
- New movers need to be introduced to our local companies.
- Newcomer Service meets these new movers at their door with valuable information.
- Active advertising — message, coupon, offer — directs them to your business.
 - Your message is delivered before your competition's.
 - New movers become your new customers.

Newcomer Service is the expert at finding you new business.

60 years in the business...

Introduction

Newcomer Service is a locally owned enterprise. It has promoted relationships between new residents and local business and community resources in Central Minnesota for 60 years. The service continues a networking tradition begun in 1948 by Susan Dean's grandmother who was once a "newcomer" to town. It is recognized as the official welcoming service for St. Cloud and surrounding communities.

*Newcomer Service is the first — if not the only — business that niches newcomers, a source of new business or referrals for local businesses.
— Susan Dean, owner*

Newcomers = new business

Benefits

Area companies recognize Newcomer Service as an essential part of an equation that ensures them business.

- first to the door contact gives companies the chance to be a consumer's first choice
- recommendation positions a business as one of the community's best
- Business & Community Guide or Community Pack provides targeted materials...
 - filled with comprehensive information, in-depth advertising, special promotions
 - delivered to a new resident's door one to four weeks of arrival
 - personalized "welcome" invites new relationships
 - qualified lead list simplifies your follow-up
 - dynamic web site links new business to your site — www.newcomerservice.net

Newcomer Service is a proven marketing tool.

Become the new neighbors' new best friend

Profile

New residents are primed for all things NEW. Highly-motivated for change, they want to fit in fast and find their way around. They appreciate having resources at their fingertips, which is why the Business & Community Guide or Welcome Pack is important. Newcomers need to replace all goods and establish new services, and are looking for vendors and service providers as of YESTERDAY.

New movers spend more money in the first six months of residency than a current resident spends over a two-year period.

Replace customers who have left for the competition or another locale.

Retention

Customers are lost to attrition each year — either wooed away or moved away. Most companies understand that it is easier, smarter, and more cost-effective to replace customers by targeting new residents than it is to convince established customers to change their loyalties.

Newcomer Service finds the new buyers and “sends” them to local companies. It is the powerful message of each individual business’s advertisement and/or offer that invites the potential customer into the new business relationship.

15-20% of a company’s customer base relocates in a year.

Invite new business **Follow-up on new leads**

Tracking

Newcomer Service collects and tracks newcomer data for you. All information goes into a comprehensive database from which Newcomer Service sends the Business & Community Guide or Welcome Pack. Companies participating in the program receive a monthly report which can be used for a potential “new prospect” direct mail promotion or other follow-up.

No other advertising source offers such direct, personalized service.

Newcomers need... **N**ewcomer Service

Accountants, attorneys, auto dealers, bakers, bankers, cable and computer representatives, carpet cleaners, chiropractors, day-care providers, dry-cleaners, dentists, electricians, exterminators, family physicians, florists, framers, hair stylists, hospital providers, insurance agents, interior decorators, Internet providers, landscapers, locksmiths, mechanics, medical specialists, optometrists, pediatricians, pharmacists, photographers, plumbers, real estate agents, travel agents, veterinarians, waste removal — appliance centers, churches, craft stores, department stores, furniture stores, grocery stores, hardware stores, health clubs, recycling centers, restaurants, schools, specialty shops... and more.

All newcomers become someone's new customer. Yours?

Success

“As a local company, newcomers to our area are often not as familiar with us as they are with national brands. Our association with Newcomer Service gives us instant credibility and helps customers choose us over our nationally known competition. We plan to continue using Newcomer Service as an effective and profitable target-marketing tool.” — *Jim G., Traut Wells, Inc.*

“Newcomer Service is an ideal opportunity to make the first contact with new residents in the area.” — *Grace B. BG & Company, Hair and Skin Care*

“Newcomer Service has been an important vehicle for us to reach new customers and bring them into our shop. We have used the services successfully for nearly 40 years. It has been some of our most effective advertising and delivered consistent results over the years. It is a great value.” — *Paul and Jan S., St. Cloud Floral*

“The Newcomer Service has been an excellent marketing tool...a necessary addition to any marketing plan.” — *Bonnie G., Bonnie's Printing Plus*

Support the **INDEPENDENT, LOCAL** business community.

“It Makes **CENTS** to Buy Local.” is Susan Dean’s rally cry. Through Newcomer Service, new residents meet established local businesses which offer a personalized alternative to faceless national chains or big box stores. When residents patronize local businesses, they keep local dollars in the community, where it is re-invested for even greater prosperity and improvements to resident quality-of-life. In fact, these dollars have **FOUR TIMES THE IMPACT** of those spent with a big box retailer. It simply makes sense to take up the cause for local business by using a champion such as local, independently-owned Newcomer Service.

*I am **PASSIONATE** about what I do to encourage consumers and business owners to ‘buy local.’ — Susan Dean*

"I find buyers and send them to YOU."

— Susan Dean, owner, Newcomer Service



"I would love to meet with you about growing your business in Central Minnesota," says Susan Dean. "I truly believe that — unlike other types of advertising — we represent valuable community and business information that new residents want and need. New movers are very motivated to use our materials, thus, you can be assured that your advertising dollar goes farther toward affecting future buying decisions. All newcomers will become someone's new customer, so, invite them to do business with you through Newcomer Service.

We're first to the door!"



Susan Dean

21983 Agate Beach Rd.
Saint Cloud, MN 56301

320.980.2872

susan@newcomerservice.net

www.newcomerservice.net

© 2008 Newcomer Service