

A Reprint from *Tierra Grande*

TARGETED MARKETING TOOL

NAR RELOCATION REPORTS

BY HAROLD D. HUNT

Real estate professionals looking for a better way to target their marketing may want to investigate a new marketing tool — the National Association of Realtors' *NAR Relocation Report*. Derived from the Internal Revenue Service's county-to-county migration data, the report provides annual statistics on the number of households moving into and out of any U.S. county. Income indices and income ratings also are included.

Users can purchase individual county reports or data for all 3,000 counties. NAR members can order individual county reports for \$25, or reports for all counties for \$299. Nonmembers pay \$35 and \$299, respectively. All reports are delivered electronically.

Licensees use the relocation data primarily in two ways. First, the data are used to target advertising to the counties most households are moving from. Second, they establish referral networks by advertising their services to real estate professionals in counties most households are relocating to.

Each report lists summary statistics about a specific county, including the number of households relocating into and out of the county annually as well as a comparison of the average income of households moving to and from the county.

The top ten counties from which households are relocating are listed along with the number of households relocating from each. A *relocation income index* is reported as well. This index divides the average income of households relocating into or out of the county by the average income of households currently residing in the county. An index value greater than 1.0 means that the average income of relocating households is greater than the average income of current residents.

A *relocation income rating* of one to five stars is assigned to the top ten counties households are moving from. This

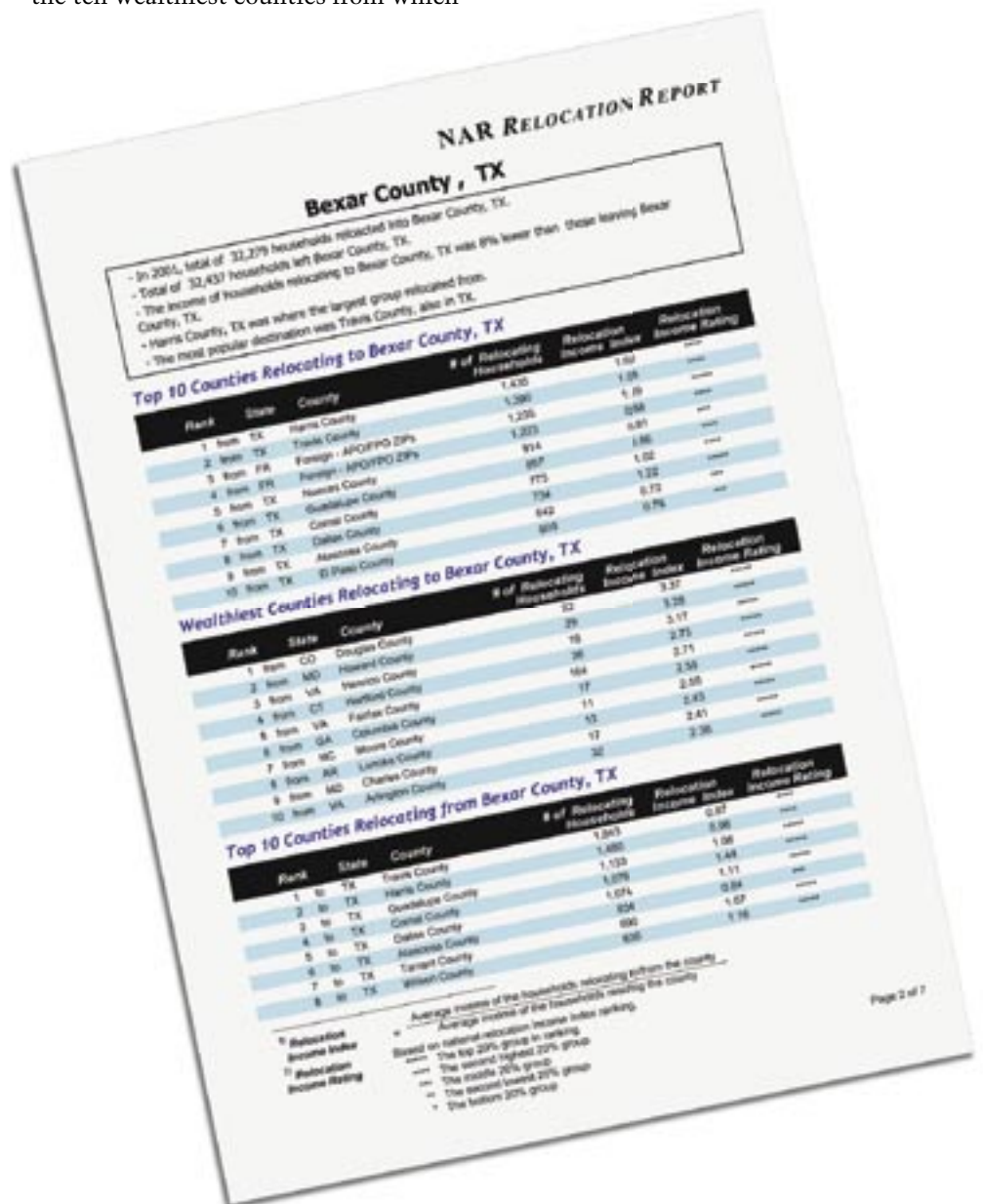
rating is based on a national relocation income index ranking. Households relocating from counties with a rating of five average in the top 20 percent of relocating households' incomes. Ratings are in 20 percent increments, with one star representing arriving households that rank in the bottom 20 percent of relocating households' incomes.

All of these statistics are provided for the ten wealthiest counties from which

households are relocating (based on average household income) and the ten counties households are most often relocating to (based on number of households).

A sample relocation report can be viewed on NAR's website at www.realtor.org/reinsite.nsf/subscribeinfo?OpenForm. ➤

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