Unpack powerful insight to predict the likelihood of an impending move. These case studies show how mover modeling can better pinpoint revenue opportunities.

**Situation: Large Furniture Retailer**

**Goal:** Target consumers looking to furnish new homes

Those “likely to move within next 6 months” were 3x more likely to move than the average consumer.

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**Situation: Wealth Management Firm**

**Goal:** Drive expansion

Tailored messages to prospects likely to move long distances—nearly 400 miles away—to promote advisors, promote their app, market to new prospects in the area.

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Look at the major life events to household mobility in a 3- to 6-month window:

- Marital Status
- Income & Economic Trajectory
- Property Assets
- Home Value
- Educational Status
- Court Records
- Professional Licenses
- And more

20% of people move for an employment-related reason²

50% of apartment renters are highly likely to move, compared to 30% of property owners⁶

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**Improve predictive power with Profile Booster from LexisNexis® Risk Solutions.**

- Improve targeting accuracy
- Retain, manage, cross-sell and up-sell
- Accelerate response rates
- Reduce customer acquisition costs

Keep up with the changing lives of your customers and prospects. risk.lexisnexis.com/CreditRisk