

HOME PURCHASE ALERT:



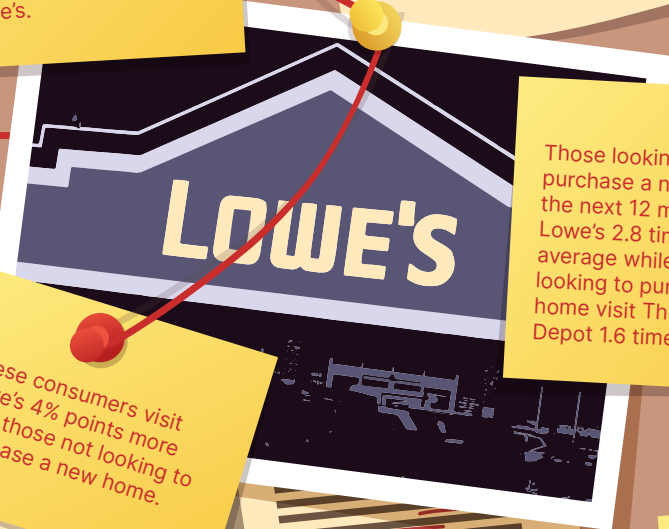
THE GO-TO STORE REVEALED FOR HOMEBUYERS!

Do consumers looking to purchase a new home shop differently from those who are not? We surveyed individuals and used behavior data to discover that consumers who are already

pre-approved for a new home are significantly more inclined to frequent a particular home improvement store compared to their counterpart who aren't actively seeking a new house.

13%

of consumers who are looking to purchase a new home in the next 12 months visit Lowe's.



Those looking to purchase a new home in the next 12 months visit Lowe's 2.8 times on average while those not looking to purchase a home visit The Home Depot 1.6 times on average.



These consumers visit The Home Depot 4% more than those who are looking to purchase a new home.



11%

of consumers who are not looking to purchase a new home in the next 12 months visit The Home Depot.

NEED RESEARCH?

Contact us now: solutions@mfour.com or call 714-754-1234.
Data witnessed July 2023.

LEARN MORE

