

# PRODUCTS & SERVICES

## What products and services do New Homeowners want?

### APPAREL & ACCESORIES

Adult Clothing (62%)  
Jewelry (16%)

### AUTOMOBILES

New Car (34%)  
Used Car (9%)  
Auto Repair (45%)

### APPLIANCES

Barbeque Grills (39%)  
Major Appliances (57%)  
Air Conditioner/Fan (39%)

### BED, BATH & KITCHEN

Closet Organizers (28%)  
Bed & Bath Supplies (62%)  
Mattress/Futon (31%)  
Kitchenware (69%)  
Home Office Furniture (24%)  
Small Appliances (69%)

### CONTRACTING SERVICES

Chimney Cleaning (32%)  
Painting (41%)  
New Electrician (38%)  
New Carpenter (28%)  
New Handyman (25%)  
New Pest Control Service (28%)

### ELECTRONICS & TECHNOLOGY

Computers (24%)  
Phone/Cell Phone/Pagers (41%)  
Security Systems (12%)  
TV & Stereos (30%)  
Vacuum Cleaners (29%)

### ENTERTAINMENT

Books (36%)  
Restaurants (72%)  
Internet Provider (21%)  
Video Rental Store (57%)

### FINANCIAL SERVICES

New Bank (34%)  
New Insurance Company (30%)

### FITNESS & BEAUTY SERVICES

New Beauty Salon (39%)  
New Health Club (20%)

### FLOORING

Carpeting (38%)  
Oriental Rugs (12%)  
Other Flooring (32%)

### FURNISHINGS

New Furniture (70%)  
Used Furniture (19%)  
Home Office Furniture (24%)  
Lighting Fixture (50%)  
Patio Furniture (50%)

### HOME DECOR & IMPROVEMENT

Drapes & Blinds (72%)  
Fireplace Accessories (23%)  
Hardware Supplies (63%)  
Paint & Wallpaper Supply (73%)  
Picture Framing (38%)

### INDOOR HOME PRODUCTS & SERVICES

Bathroom Remodeling (20%)  
Kitchen Remodeling (19%)  
New Decorating Service (17%)  
Carpet Cleaning (32%)  
Weekly House Cleaning (15%)

### KIDS

Kid's Clothing (41%)  
Kid's Toys (26%)  
Baby Furniture (20%)  
School; Pre-School  
Daycare, Private (21%)

### OUTDOOR GARDEN PRODUCTS & SERVICES

New Landscaper (44%)  
Addition (25%)  
Deck/Patio (25%)  
Siding/Window (31%)  
Roof (31%)  
Septic System Cleaner (14%)  
Home Fuel Company (35)  
Garden Equipment (70%)  
Garden Supplies (72%)  
Fence/Shed/Gazebo (40%)  
Bird Feeder (33%)  
Driveway Paving/Sealing (29%)

### PETS

Pet Services (30%)  
Pet Supplies (30%)

### PROFESSIONAL SERVICES

New Attorney (19%)  
New Accountant (8%)  
New Dentist (35%)  
New Doctor (32%)  
New Hospital/HMO (17%)  
New Optician (15%)

### SPORTING GOODS

Swing Set/Playground (23%)  
Bicycle, Skates, Etc. (29%)

### MISCELLANEOUS SERVICES

New Subscription Delivery (43%)  
Wholesale Buying Club (16%)  
Adult Education (25%)

## IT SHOWS

THE HOMESTEADER HELPS ASSIMILATE NEW HOMEOWNERS TO THEIR NEW SURROUNDINGS. THEY NEED HELP FINDING EVERYTHING FROM A FITNESS CENTER TO A MECHANIC TO A RESTAURANT. WE INTRODUCE THEM TO THEIR NEW COMMUNITY WHILE OFFERING ADVICE ON HOME-RELATED PROJECTS AND SERVICES AND THINGS TO DO IN THE AREA.

RESULTS FROM  
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READER SURVEY.  
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THE  
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