



The Great Slowdown: Rethinking Movers

May 4, 2026

“The sharp decline in geographical mobility is the **single most important social change** of the past half century.”

Yoni Appelbaum
Deputy Executive Editor, *The Atlantic*

Meet the Panel



Benjy Uhl

Head of Product & Data
Valpak Clipp



Adam Collinson

Director of Address
Intelligence,
GrayHair Software



Earl L. Johnson Jr.

Director of Addressing
& Retail Technology
Services, USPS

What's Driving the Slowdown?

BUSINESS | ECONOMY | 4 MIN READ

Spring housing market stalls as war, high mortgage rates keep buyers sidelined

22 HR AGO

By Samantha Delouya

REAL ESTATE

First-time home buying plunges to record low as baby boomers prevent younger Americans from ever owning

By Zachary Kussin

Published April 15, 2026, 2:27 p.m. ET



BUSINESS

Americans staying put: US home turnover rate at lowest level in decades as housing slump drags on

What Postal Data Reveals



The Mover Journey Starts Earlier Than You Think



New Listing



Pending Sale



New Movers



Home Anniversary



Address Complexity + Smarter Marketing Strategies



What Marketers Should Do Right Now?

- **Start earlier – don't wait for NCOA data**
 - Most brands are still reacting after the move. That's too late now.
- **Shift from “mover-only” to “mover-plus” targeting**
 - There simply aren't enough movers anymore to rely on that segment alone.
- **Win on timing + relevance (not just reach)**
 - When volume drops, execution matters more than ever.

Q&A

THANK YOU