

Royal Mail's Not Yet Built file is the only comprehensive database that enables you to identify postcodes and addresses for properties that are under construction or in the planning stage giving you prior knowledge of potential future customers.

## Your business can use Not Yet Built data to:

1. Build an accurate picture of where your future customers will be
2. Improve your knowledge of local markets
3. Plan well targeted campaigns well in advance for customers who will have a high demand for products and services

## Tell me more...

### Access to new markets

By subscribing to the Not Yet Built product you can see exactly where future developments will be, allowing you to plan your future marketing activities with confidence and target new customers at a time when they need products and services.

### Accurate and timely

Royal Mail forms part of the process when an address is created, meaning that information relating to new developments is received from Local Authorities on a daily basis. We capture this new address information on our Not Yet Built database and can supply you with a full refresh of data monthly.

### Competitive advantage

With Not Yet Built, you'll know exactly where your future customers are going to live and work, helping you shape your future marketing plans.

## Who uses Not Yet Built data?

Not Yet Built data is a powerful marketing tool used by organisations in a variety of sectors. Containing details of properties that are scheduled to be built or being built the data will prove a valuable marketing asset for organisations such as utility companies, credit referencing agencies, retailers and education authorities. Companies involved in property or construction will also find the data particularly beneficial.

## Where can I find more information about Not Yet Built?

**Visit:** For detailed product and licensing information, technical specifications or to find a list of licensed Solutions Providers visit: [www.poweredbypaf.com](http://www.poweredbypaf.com)

Alternatively, you can download sample data [here](#).

If you want to get in touch with the Royal Mail Address Management Unit

**Call:** 0845 606 6854 (option 3) Calls cost 5p per minute plus your telephone company's net access charge.

**Email:** [address.management@royalmail.com](mailto:address.management@royalmail.com)

