



70% of Americans Regret Their Move. SettleSavvy Wants to Help a Million Get It Right

Founded by two cousins who had their own right-city, wrong-neighborhood move, SettleSavvy helps people research the local area before deciding where to live.

AUSTIN, TX, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- Americans devote countless hours to comparing homes, mortgage rates, and moving costs, but the neighborhood surrounding the house can receive far less attention. SettleSavvy is trying to change that by helping people moving across the country understand which neighborhoods actually fit the life they want to live.

The problem is more common than many movers realize. According to Anytime Estimate's 2025 Moving Trends study of 1,000 Americans who relocated in 2024, 70% said they had regrets about their move. Another 29% expected moving would make them happier and later said it had not.

For SettleSavvy's founders, those numbers reflect a mistake they know personally.

The company was founded by two cousins who moved their own families across the country and discovered that choosing the right city did not necessarily mean choosing the right neighborhood. That experience became the foundation for SettleSavvy and its mission to help one million Americans make a regret-free move.

The platform helps movers compare neighborhoods based on what matters to them personally rather than relying on a generic "best places to live" ranking. Users identify their priorities and can explore how neighborhoods differ based on factors such as schools, commute, affordability, safety, lifestyle, demographics, and other measures of fit.

That distinction is central to the SettleSavvy approach. A citywide statistic can make two neighborhoods look similar even when the experience of living in them is dramatically different. The company believes people should be able to see those differences before they sign a lease, make an offer, or move their family across the country.

"There's no single best place to live. There's a best place for you, and those are completely different questions," said Brigham Redd, co-founder of SettleSavvy.

SettleSavvy allows users to explore neighborhoods across the United States and adjust the importance of different factors according to their own priorities. Instead of telling someone where they should live, the platform helps them understand what they are optimizing for and see which areas align most closely with those preferences.

For movers who want additional human support, SettleSavvy can also connect users with local real estate professionals and vetted movers after they have had an opportunity to better understand the neighborhoods they are considering.

That process reflects a broader belief behind the company: choosing a home should not begin and end at the property line.

"You can renovate the kitchen. You can't renovate the block," said Redd.

SettleSavvy's core neighborhood research experience is available to people planning moves across the country. Those beginning a relocation can use the platform to explore the differences between neighborhoods before narrowing their search to individual homes.

SettleSavvy is on a mission to help one million Americans make a regret-free move by putting neighborhood research earlier in the moving process.

We toured eleven houses and zero neighborhoods. That's the mistake — and almost everybody makes it.

About SettleSavvy:

SettleSavvy helps people moving across the country figure out where they'll actually be happy — matching what someone values to the neighborhoods that deliver it, then connecting them with a local agent and a vetted mover. Founded by two cousins who got their own move wrong, SettleSavvy is on a mission to give one million Americans a regret-free move. Learn more at settlementsavvy.ai.

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