



2016-17 HOME BUYER CONVERSION REPORT

Bökka[®]
G R O U P

Produced by the Bokka Group

Conducted by Home Innovation Research Labs



**JOIN US ON THE MISSION TO
IMPROVE THE DIGITAL HOME
BUYING EXPERIENCE.**

Buying a home is a tremendous decision. It's financial, personal—and increasingly digital.

At Bokka, our founders grew up on job sites where model homes were the secret weapon to closing a sale. Now, 3D tours and virtual reality let buyers visualize their dream home without leaving their current one. Investing in digital models is no longer cutting edge. *It's the entry point.*

This report examines the influence of technology that's prevalent now. Today, buyers want virtual tours and interactive floorplans. Tomorrow it may be augmented reality or a future immersive technology. At Bokka, we're constantly pushing digital boundaries to improve the experience and help builders sell more homes.

As a digital agency specializing in the home building industry, we have created digital experiences for top builders in the country with *these findings* to guide us. We hope they prove useful for your digital efforts, helping you turn more prospects into happy homeowners.

— Jimmy Diffie
VP / Creative Director, The Bokka Group

TABLE OF CONTENTS

Sales funnel conversions	4
Demographics	6
Tools for attracting buyers	8
Tools for engaging buyers	24
Preferred method of contact	40
Tools for nurturing buyers	48
Tools for closing the sale	56
Background & methodology	73

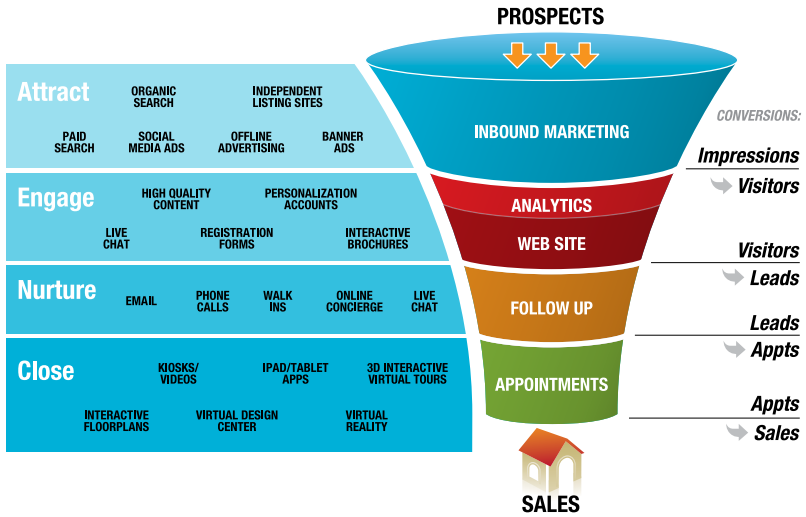


FIG 0 - THE SALES CONVERSION FUNNEL: Homebuyers enter as **PROSPECTS** and progress toward becoming buyers through conversion methods illustrated above.

THE AIM OF THIS STUDY is to focus on the digital tools and technologies used to facilitate conversions in four distinct areas of the new home marketing and sales process:

ATTRACTION PHASE - Inbound marketing strategy needs to produce a high number of quality marketing impressions that are converted to visitors.

ENGAGEMENT PHASE - Visitors to the builder’s web site are intrigued by compelling visuals, videos and rich content.

NURTURING PHASE - Buying is about relationship cultivation. Phone conversations, email correspondence, online concierge and chat services all reach out to assure prospective purchasers that customer satisfaction is the builder’s highest goal.

CLOSING PHASE - At the sales center, online perception meets reality. Visitors may use community videos, interactive kiosks and virtual design centers to verify their interest.

SALES FUNNEL CONVERSIONS

“Fifty percent of all marketing works, the problem is that nobody knows which fifty percent.”

—UNKNOWN

THE BOKKA GROUP’S HOME BUYER CONVERSION STUDY underscores the importance of digital tools designed to guide prospects through the sales funnel. By positioning the web site and analytics software at the core of the funnel (fig. 0), it’s possible to determine which marketing and sales tactics are effective and which are not. The *Home Buyer Conversion Study* specifically relates to the use of these tools to convert prospects to buyers.

THE PURPOSE OF THE RESEARCH:

- Provide home buyer data to new home builders that do not currently exist regarding digital tools and their influence on sales funnel conversions.
- Improve sales efficiencies and customer experience through the use of the most effective digital tools.

THE STUDY ANSWERS THE FOLLOWING QUESTIONS:

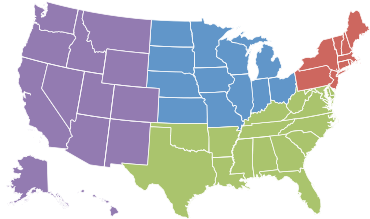
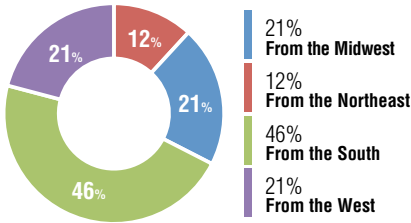
1. What attracts visitors to a particular builder’s web site?
2. What tools and web site components influence buyers’ decisions to provide their personal information to builders?
3. What tools and web site components influence buyers’ decisions to visit builders’ sales centers/model homes?
4. What tools and digital components (as well as content) within a sales center influence prospects’ decisions to buy?

AUDIENCE DEMOGRAPHICS

THE STUDY FOCUSED ON RECENT NEW home buyers throughout the United States. It includes buyers who purchased and built their new home in 2016.

FIG 1:

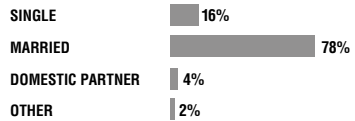
Geography



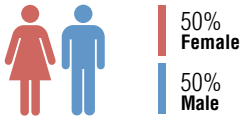
Generation (Age in years)



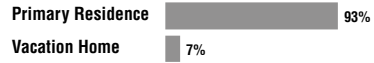
Marital Status



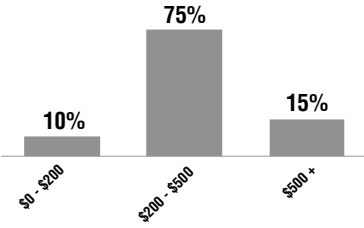
Gender



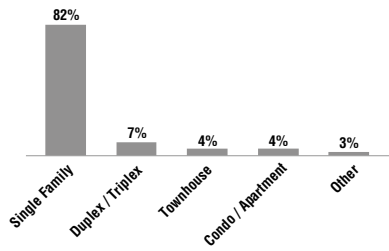
Purpose



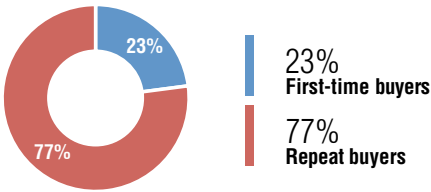
Home price (in thousands)



Home type

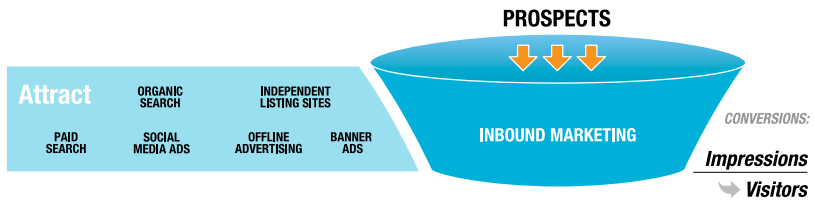


First-time / Repeat buyer



1. Tools for attracting buyers

THE TOP OF THE FUNNEL



THE ATTRACT PHASE OF THE NEW HOME SALES FUNNEL is often where most builders' marketing budgets are spent - especially as it pertains to offline advertising (print, outdoor, TV, etc.). The goal of this stage of the funnel should be to convert brand impressions into actual web site visitors. This study identifies what the top tools are for achieving these impression-to-visitor conversions.

Marketing Channel Influence in Attracting Buyers to Home Builder Web Sites:

(Percent of buyers that were influenced)

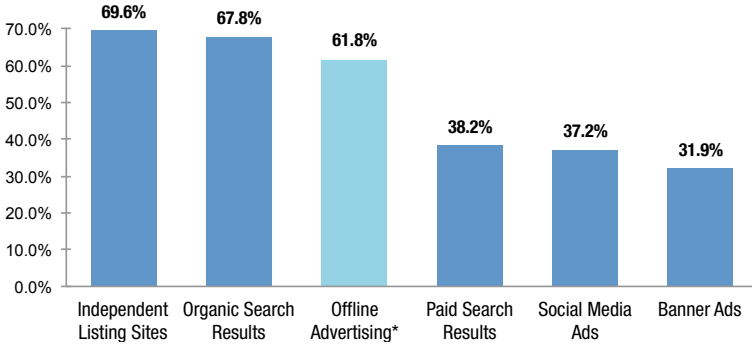
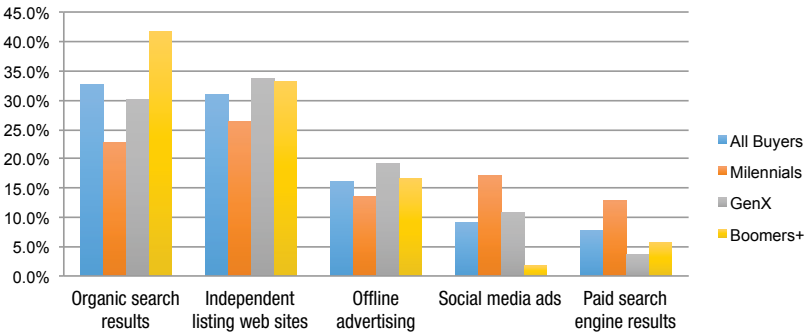


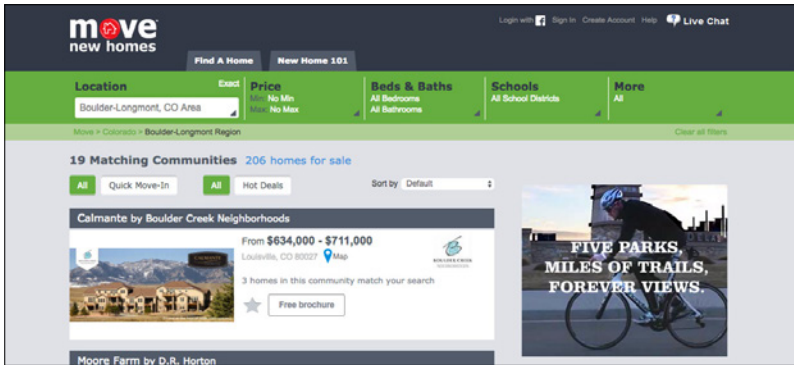
FIG 3: The influence and effectiveness of various marketing channels in drawing buyers to builder web sites. These are primarily digital methods which are commonly used by home builders. *Offline advertising (such as print, TV, radio, etc.) is very broad category and cannot be compared accurately with the digital channels here, but was included in the study for a baseline reference comparison of offline/online media.

Most Influential Marketing Channel when Researching Home Builder Web Sites:

(Percent of buyers that stated channel was most influential)



INDEPENDENT LISTING WEB SITES

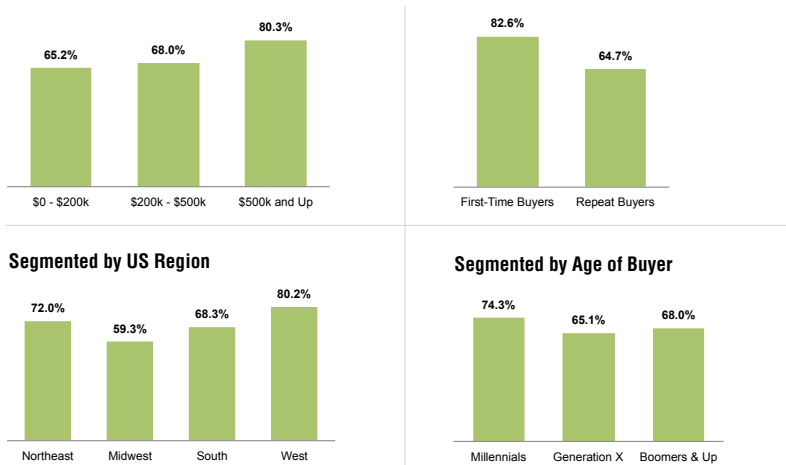


LISTING WEB SITES such as Move.com, Zillow, Trulia, etc. aggregate new home listings for display online. Some are paid subscription sites that charge builders to list homes. Visitors can view pricing, model information, elevations, floor plans, community information, etc. Listing web sites are portals through which visitors are introduced to builders and their homes.

FIG 5:

Influence of Independent Listing Sites in Attracting Buyers to Home Builder Web Sites:

(Percent of buyers that were influenced)



Influence of Organic Search Results in Attracting Buyers to Home Builder Web Sites:

(Percent of buyers that were influenced)

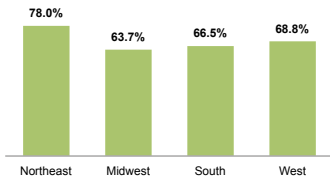
Segmented by Purchase Price



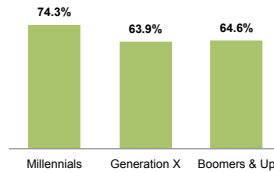
Segmented by 1st-Time / Repeat Buyer



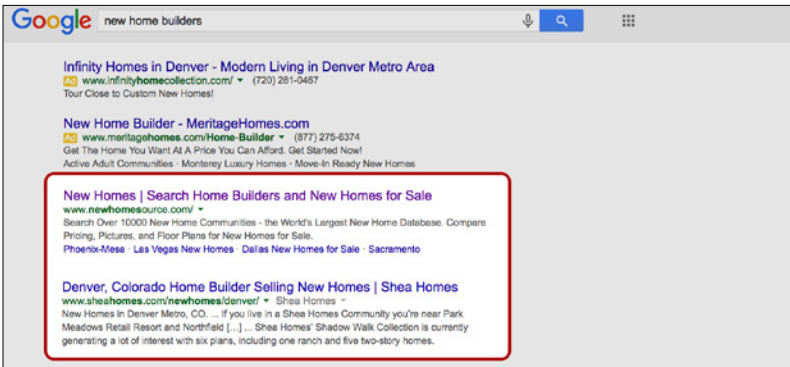
Segmented by US Region



Segmented by Age of Buyer



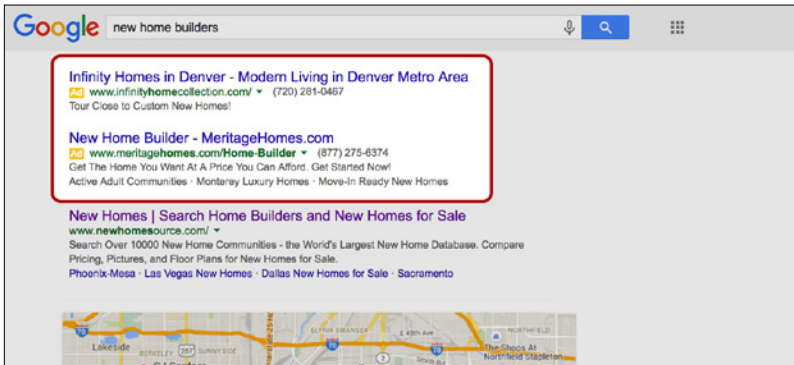
ORGANIC SEARCH RESULTS



ORGANIC SEARCH: Organic search results display web sites served by search engines such as Google and Bing based on the relevancy of their content to the search criteria entered.

(NOTE: many listing web sites are well-indexed and show up at the top of the results pages).

PAID SEARCH ENGINE RESULTS



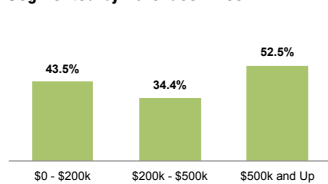
PAID SEARCH ENGINE RESULTS: This includes advertising based on a pay-per-click (PPC) model: you pay each time someone clicks on your search result. This is a quick way for builders to pay to have their web site show up at the top of search results.

FIG 7:

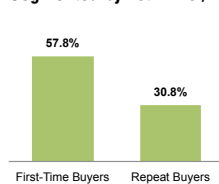
Influence of Paid Search Results in Attracting Buyers to Home Builder Web Sites:

(Percent of buyers that were influenced)

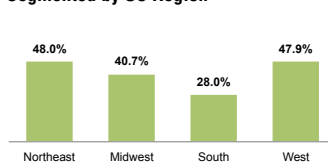
Segmented by Purchase Price



Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



Segmented by Age of Buyer

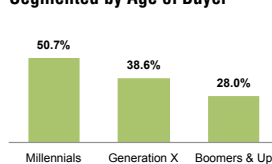
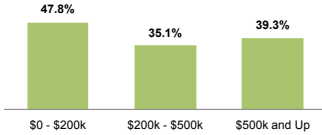


FIG 8:

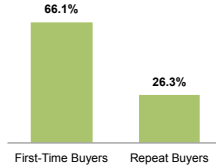
Influence of Social Media Advertisements in Attracting Buyers to Home Builder Web Sites:

(Percent of buyers that were influenced)

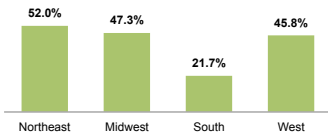
Segmented by Purchase Price



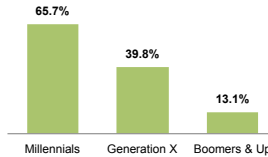
Segmented by 1st-Time / Repeat Buyer



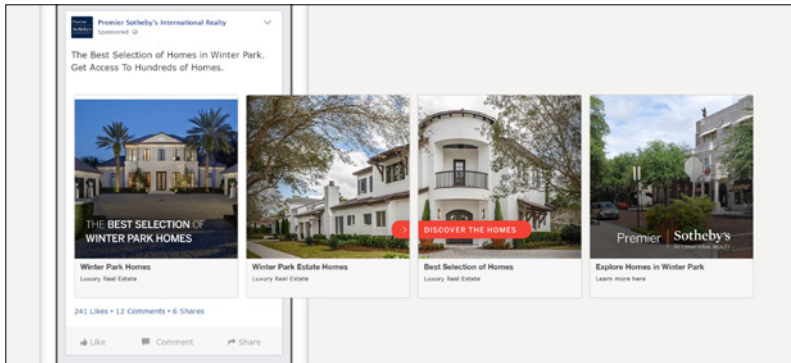
Segmented by US Region



Segmented by Age of Buyer



SOCIAL MEDIA ADVERTISEMENTS

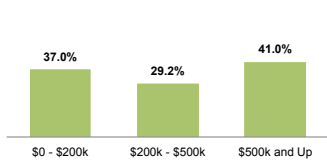


SOCIAL MEDIA ADS: Advertising on Facebook, Twitter, LinkedIn and other social media networks is gaining popularity in the real estate industry. These platforms generally offer low-cost, highly-targeted placements that can be very effective at traffic and lead generation.

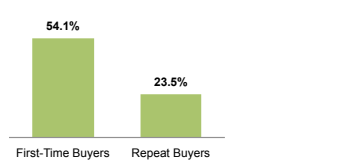
Influence of Banner Advertisements in Attracting Buyers to Home Builder Web Sites:

(Percent of buyers that were influenced)

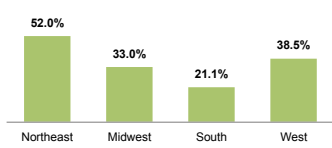
Segmented by Purchase Price



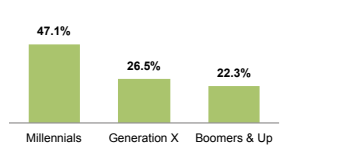
Segmented by 1st-Time / Repeat Buyer



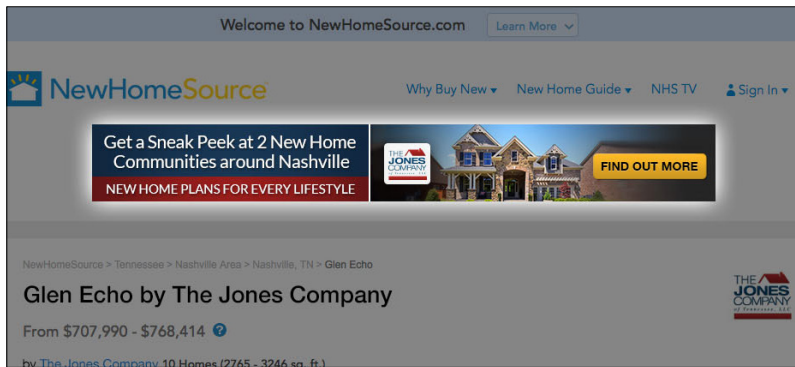
Segmented by US Region



Segmented by Age of Buyer



BANNER ADVERTISEMENTS



BANNER ADS: Also called “display ads,” banners entice prospective home buyers to seek more information. As one of the starting points in the Attraction Phase, these ads measure performance in terms of impressions and click-throughs. They can also “retarget” users that have previously engaged with the builder’s web site or digital marketing.

DIGITAL TOOLS THAT INFLUENCE BUYERS DURING THE RESEARCH PHASE

IT IS ESTIMATED THAT BETWEEN 1-3% of web site visitors engage on a home builder web site by subscribing to a newsletter, requesting more information, scheduling an appointment, or other form of opt-in. That means that for every 1,000 people who visit your site, as many as 990 leave the web site without any opportunity for a sales person to engage, qualify and nurture that lead.

Online tools that engage buyers and provide high-quality information valuable to a potential home buyer's research process increase the amount of time a visitor spends on a builder web site, as well as the likelihood that a buyer will register for more information.

So which tools do buyers most rely on when researching a home builder's web site and how do we create engaging online experiences that move buyers through the sales funnel?

We asked recent home buyers to review six of the most popular home builder web site tools and tell us which one(s) they considered important during their new home research.

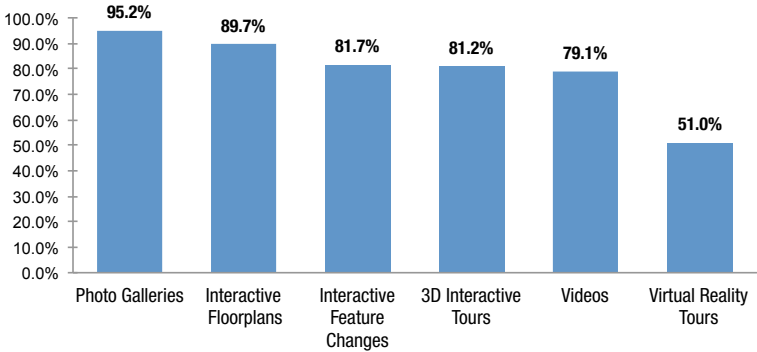
The six tools included:

- Photo galleries
- Interactive floor plans
- Interactive feature changes
- 3d interactive tours
- Videos
- Virtual reality tours

FIG 10:

Items Considered Important when Researching Home Builder Web Sites:

(Percent of buyers that considered item important)

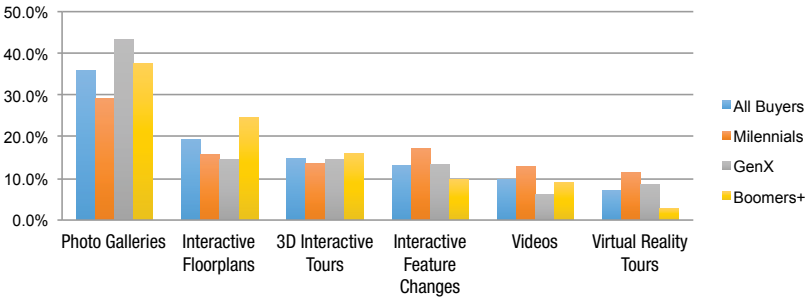


Most of these tools were considered important by buyers during the research phase of the home buying process.

FIG 11:

Most Important Items to Buyers when Researching Home Builder Web Sites:

(Percent of buyers that stated item was most important)



Since so many of the tools are considered “important” to buyers, how should builders prioritize when on a limited budget? Quality home photography remains the *most* important item to invest in, across every demographic.

PHOTO GALLERIES

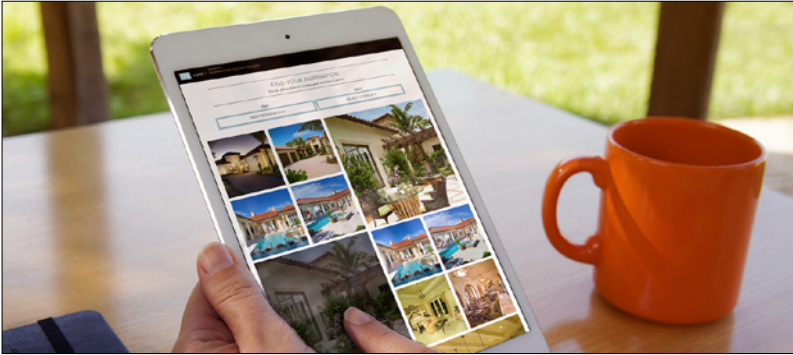


PHOTO GALLERIES: Builder photography should be of the highest quality and include multiple perspectives that invite buyers to learn more.

FIG 12:

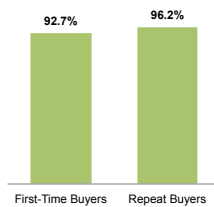
Importance of Photo Galleries when Researching Home Builder Web Sites:

(Percent of buyers that considered item important)

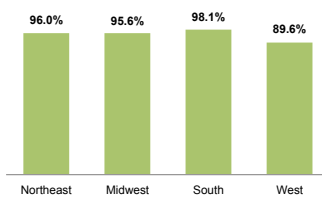
Segmented by Purchase Price



Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



Segmented by Age of Buyer

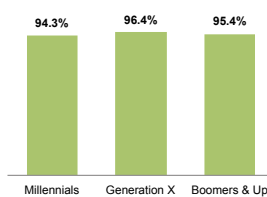
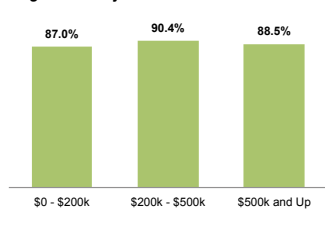


FIG 13:

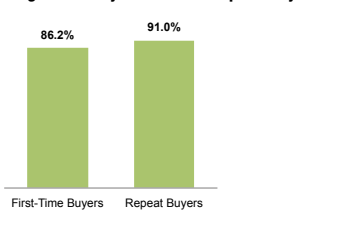
Importance of Interactive Floor Plans when Researching Home Builder Web Sites:

(Percent of buyers that considered item important)

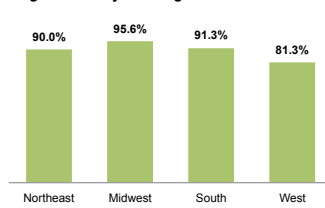
Segmented by Purchase Price



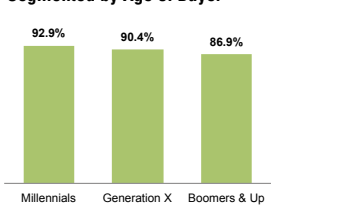
Segmented by 1st-Time / Repeat Buyer



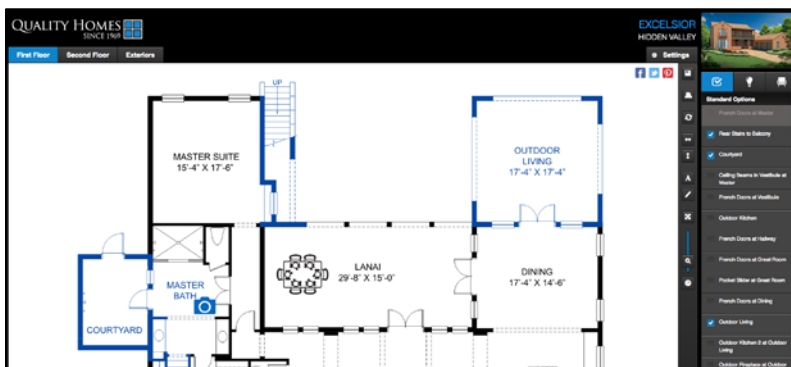
Segmented by US Region



Segmented by Age of Buyer



INTERACTIVE FLOOR PLANS



INTERACTIVE FLOOR PLANS allow prospects to visualize/customize plans they are considering. With different options, plan configurations, elevations and photos, users can save their plan to bring into a sales center. This adds value to the experience for both buyer and builder.

INTERACTIVE FEATURE CHANGES



INTERACTIVE FEATURE CHANGES: Current technology allows home shoppers to customize features of the home such as kitchen/room configurations and see high-quality renderings of their changes before committing to purchase.

FIG 14:

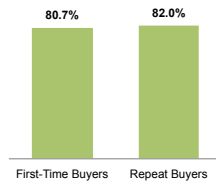
Importance of Interactive Feature Changes when Researching Home Builder Web Sites:

(Percent of buyers that considered item important)

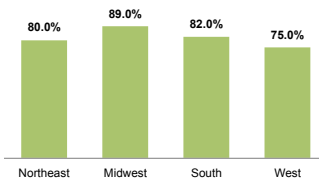
Segmented by Purchase Price



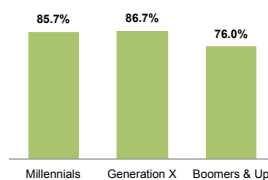
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



Segmented by Age of Buyer



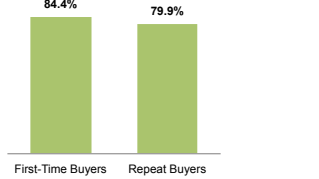
Importance of 3D Interactive Tours when Researching Home Builder Web Sites:

(Percent of buyers that considered item important)

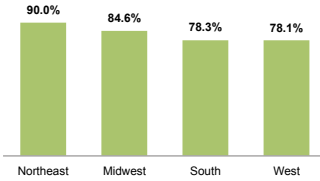
Segmented by Purchase Price



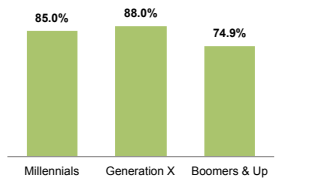
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



Segmented by Age of Buyer

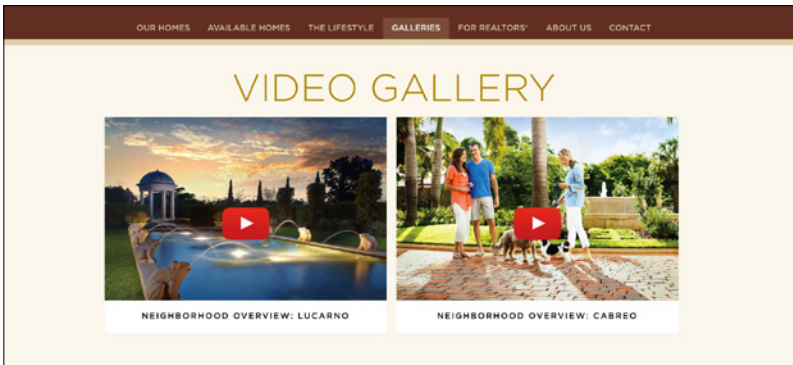


3D INTERACTIVE TOURS



3D INTERACTIVE TOURS: These are web site tours controlled by the user. The user has the ability to navigate from room to room and look around 360 degrees, as if they were inside the home.

VIDEOS



VIDEOS: As online video has become the norm, users of all ages expect to see video on a builder's web site (or YouTube channel). Videos are a good way to keep visitors engaged with web site content, instead of expecting them to read large amounts of copy.

FIG 16:

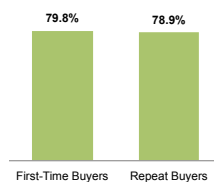
Importance of Videos when Researching Home Builder Web Sites:

(Percent of buyers that considered item important)

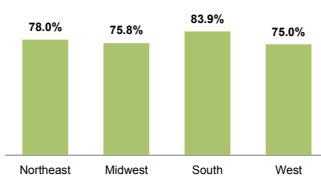
Segmented by Purchase Price



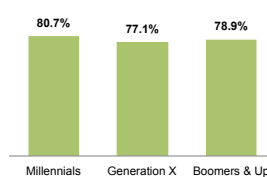
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



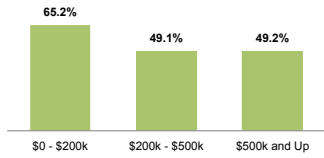
Segmented by Age of Buyer



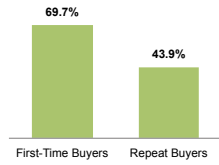
Importance of Virtual Reality Tours when Researching Home Builder Web Sites:

(Percent of buyers that considered item important)

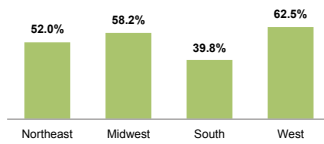
Segmented by Purchase Price



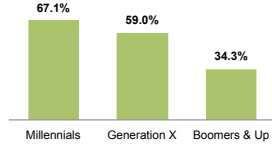
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



Segmented by Age of Buyer



VIRTUAL REALITY TOURS



VIRTUAL REALITY TOURS: With technology such as Google Cardboard, virtual reality is now available to anyone with a smartphone. Builders can create virtual reality versions of their homes and models for prospects to tour without leaving their own homes.

2.

Tools for engaging buyers

ENGAGING AND ANALYZING



WHEN POSITIONED AS THE HUB OF A BUILDER'S FUNNEL, the web site becomes the most valuable tool for engaging prospects and converting them to leads. This method is extremely accountable in terms of tracking the sources of leads and optimizing the conversion rate.

IN THE FIRST SECTION, WE LOOKED AT THE SALES FUNNEL AND THE TOOLS USED FOR ATTRACTING potential home buyers. In this section, the report explores how builders can engage web site visitors and lead them into a relationship based on providing valuable, targeted content in ways that suit today's buyers.

Just as different prospective buyers who visit your sales office are at different stages of the buying process, prospects who visit your web site are also at different stages of the process. The tools that attract them to your web site (SEO, listing sites, paid search) and initial engagement tools (photo galleries, interactive floor plans) may be the same, but that is where the similarity ends.

Buyers will opt-in and engage on a home builder web site for very different reasons based on where they are in their own decision making process. Different buyers need different types of information, different methods of contact and different forms of lead nurturing after they register.

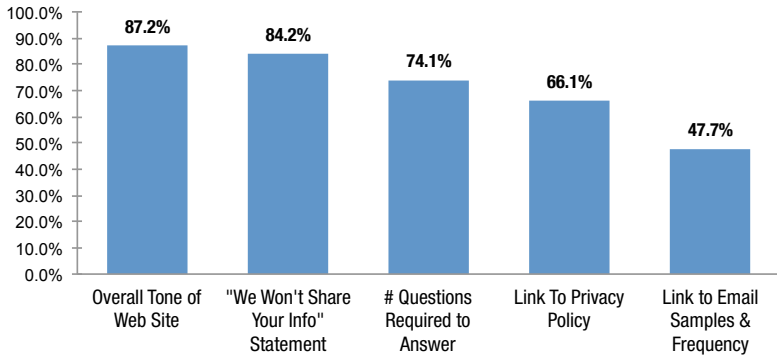
Because of this, it is essential for builders to be aware of the Sales Funnel and where their prospects are within it. Once this is done, they can select the appropriate tools to build a lasting customer experience for prospective buyers, wherever they are in the process, whether online or on-site.

What things influence potential buyers to risk their anonymity and provide all-important contact information? Let's find out...

FIG 18:

Items that Influence Buyers to Provide Their Contact Information to Home Builders:

(Percent of buyers that are influenced)

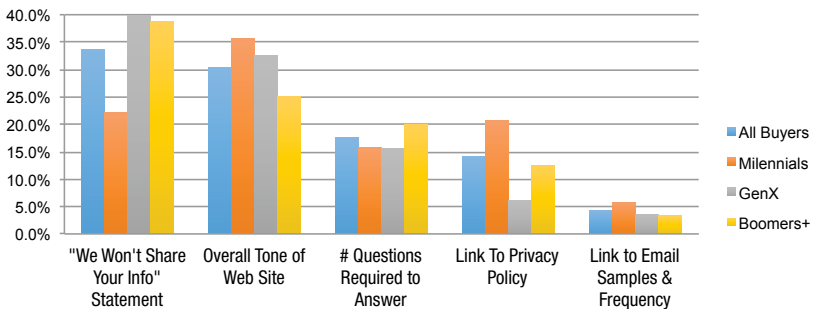


Many of the above items are considered "best practices" for creating forms that capture lead information from a web site visitor, and all are worthy of inclusion to optimize conversion.

FIG 19:

Most Influential item when Deciding to Provide Contact Details on Home Builder Web Sites:

(Percent of buyers that stated item was most influential)



Although most buyers consider the web site tone as highly influential, it's apparent that older buyers place the highest value on knowing that their personal information will not be shared with others.

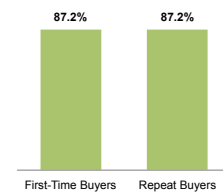
Influence of Web Site Tone on Buyers' Decision to Share Contact Info with Home Builders:

(Percent of buyers that are influenced)

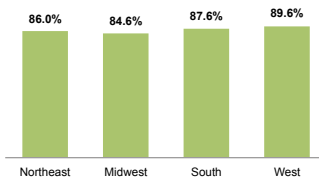
Segmented by Purchase Price



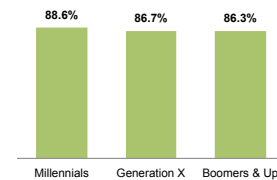
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



Segmented by Age of Buyer

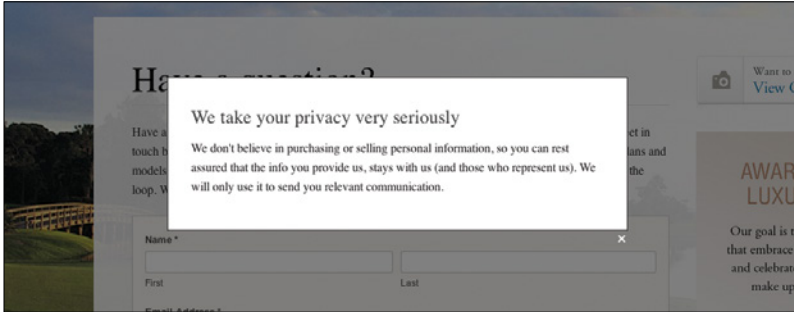


OVERALL TONE OF WEB SITE



OVERALL TONE OF WEB SITE: A trustworthy and professional tone is highly influential in converting visitors to leads. User testing with prospects and buyers can reveal many quick-fixes to improve the overall tone and trustworthiness.

“WE WON’T SHARE...” STATEMENT



“WE WON’T SHARE”: A builder’s commitment to data privacy continues to be very influential in a prospect’s decision about whether or not to share their contact information.

FIG 21:

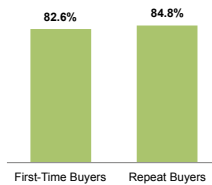
Influence of “We Won’t Share...” Statement on Buyers’ Decision to Share Contact Info with Home Builders:

(Percent of buyers that are influenced)

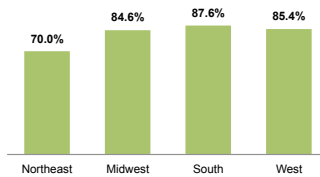
Segmented by Purchase Price



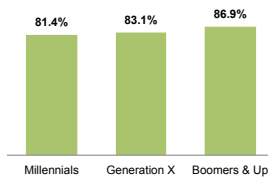
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



Segmented by Age of Buyer



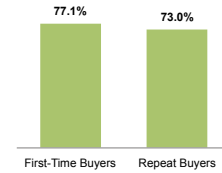
Influence of Form Length on Buyers' Decision to Share Contact Info with Home Builders:

(Percent of buyers that are influenced)

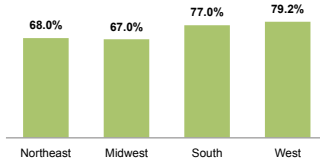
Segmented by Purchase Price



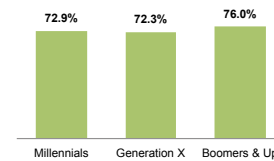
Segmented by 1st-Time / Repeat Buyer



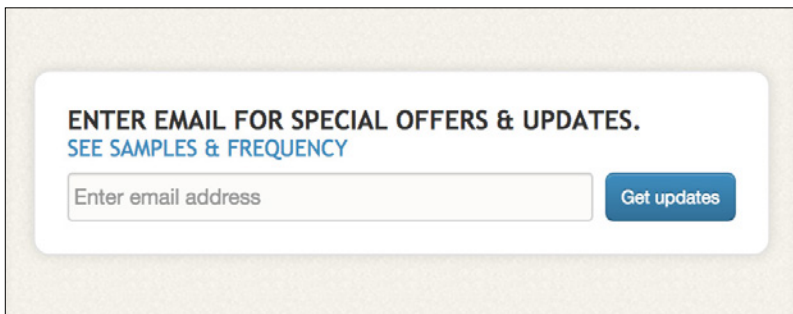
Segmented by US Region



Segmented by Age of Buyer

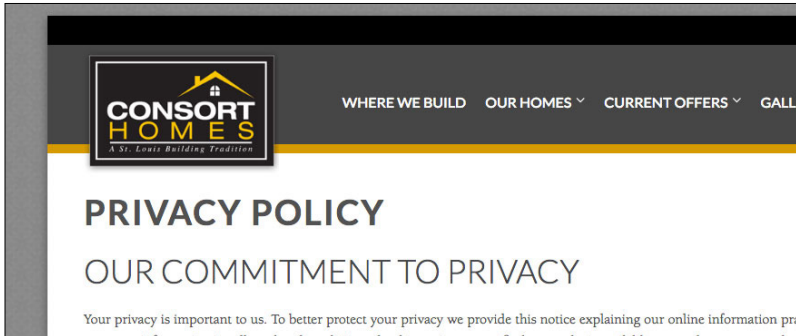


NUMBER OF QUESTIONS REQUIRED ON FORM



Today's web users prefer the path of least resistance. Creating easy-to-read, easy-to-navigate forms that are designed to capture minimal information reduces friction and increases leads.

LINK TO PRIVACY POLICY



LINK TO PRIVACY POLICY: The influence of a prominently placed privacy policy link gives prospects peace-of-mind that a builder is committed to their privacy.

FIG 23:

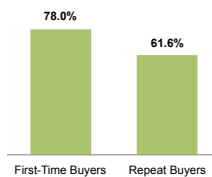
Influence of Prominent Privacy Policy Link on Buyers' Decision to Share Contact Info with Home Builders:

(Percent of buyers that are influenced)

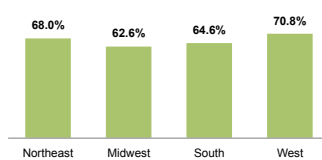
Segmented by Purchase Price



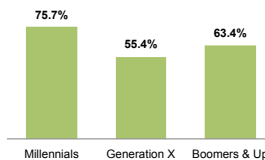
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



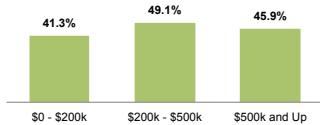
Segmented by Age of Buyer



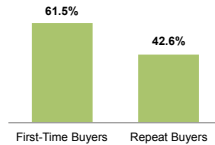
Influence of Link to Email Samples/Frequency on Buyers' Decision to Share Contact Info with Home Builders:

(Percent of buyers that are influenced)

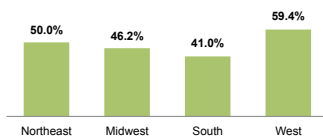
Segmented by Purchase Price



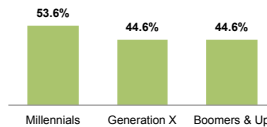
Segmented by 1st-Time / Repeat Buyer



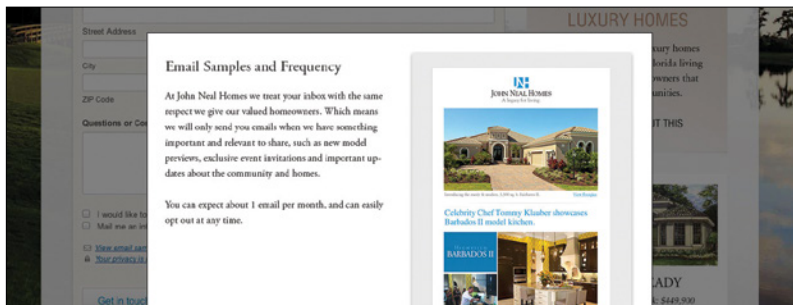
Segmented by US Region



Segmented by Age of Buyer



LINK TO EMAIL SAMPLES AND FREQUENCY



Links to email samples and disclosures about frequency are an easy way to set proper expectations with potential home buyers. Engaging and nurturing prospects is dependent upon their acceptance of how they will be contacted and how frequently that is likely to occur.

REASONS TO REGISTER ONLINE

Beyond the seven trust-building tools that represent best practice standards for home builder web sites, buyers also indicated that the ability to immediately access high value information was very influential in determining whether or not to register on a home builder web site.

Unlike the home builder best practice tools in the previous section, buyers' definitions of high quality information will vary significantly based on the type of home they are purchasing, their own level of home buying experience and the market in which they are purchasing.

To help us better understand how each of these factors can help builders target their lead conversion and lead nurturing strategies, we asked buyers in all categories to consider five different types of information for which they would be willing to share a name and email address to access.

THESE INCLUDE:

- Email updates about plans, pricing and promotions
- Gaining access to restricted features
- Personalized follow-up with more information
- Creating an online account to save favorite homes/plans
- Immediate access to a high-resolution, interactive brochure

FIG 25:

Reasons for Which Buyers are Likely to Register on Home Builder Web Sites:

(Percent of buyers that are likely)

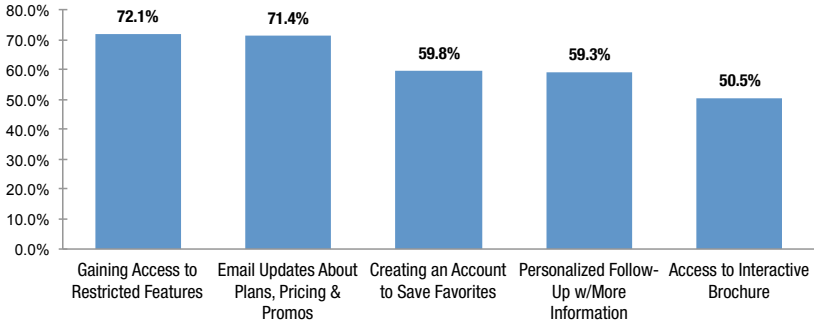
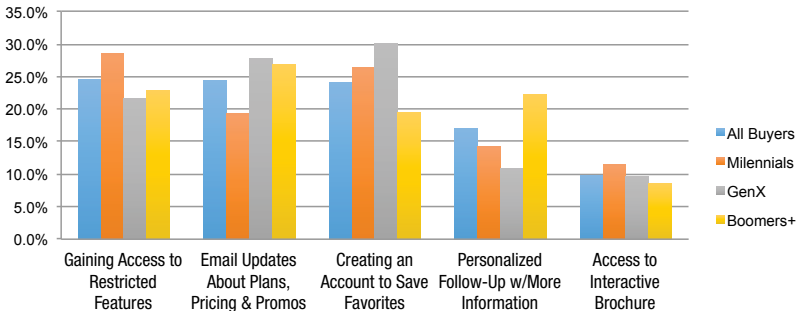


FIG 26:

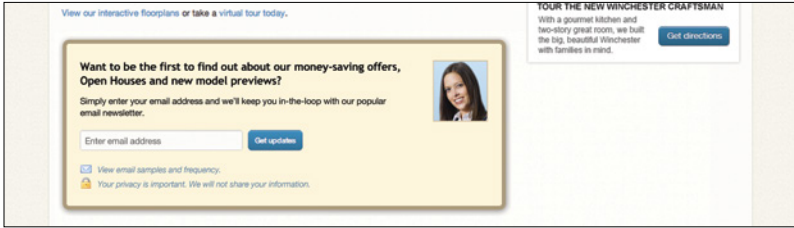
Reason for Which Buyers are **Most Likely** to Register on Home Builder Web Sites:

(Percent of buyers that stated item was most likely reason)



When creating a lead conversion point on a web site, it's essential to consider what the user will be getting in exchange for providing their contact information. There are certainly other value propositions a builder can consider, but these are some of the most popular.

EMAIL UPDATES ABOUT PLANS, PRICING OR PROMOTIONS



With ever-changing market conditions and a longer sales cycle, new home buyers are very willing to give their personal information in exchange for email updates from builders. The more relevant the information is to the buyer, the more likely they are to register.

FIG 27: _____

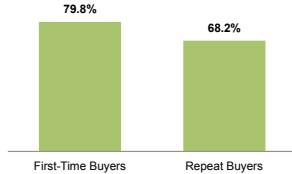
Likelihood that Buyers Will Provide Their Contact Info in Exchange for Email Updates:

(Percent of buyers that are likely)

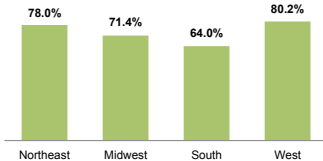
Segmented by Purchase Price



Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



Segmented by Age of Buyer

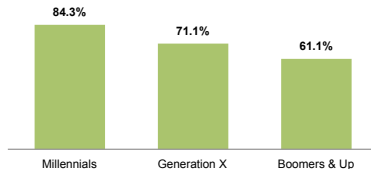
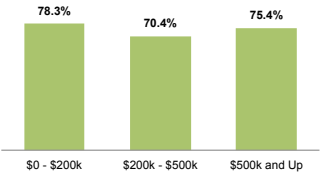


FIG 28:

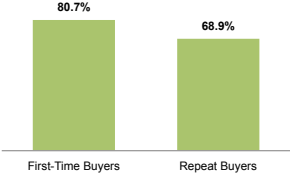
Likelihood that Buyers Will Provide Their Contact Info in Exchange for Instant Access to Restricted Features:

(Percent of buyers that are likely)

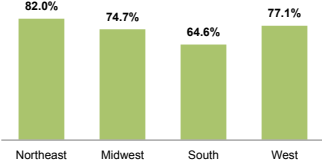
Segmented by Purchase Price



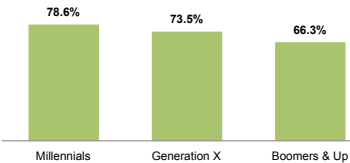
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



Segmented by Age of Buyer

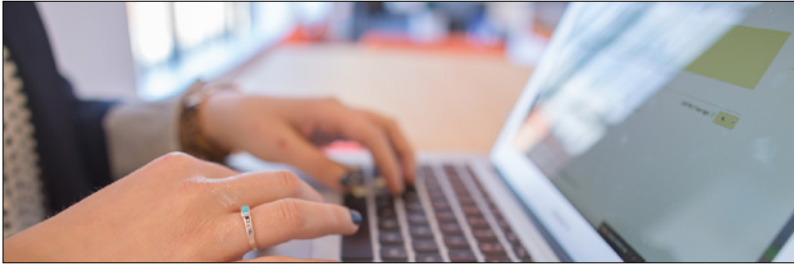


ACCESS TO RESTRICTED CONTENT



Giving buyers access to restricted content on a web site such as special pricing, virtual tours and digital information kits is another popular way to create value in exchange for a prospect's contact information.

PERSONALIZED FOLLOW UP FROM A SALES AGENT WITH MORE INFORMATION



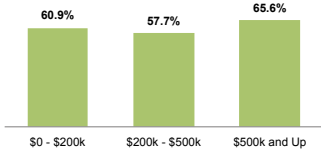
Personalized follow up is the most common item builders offer in exchange for their prospects' contact info, (e.g. "Contact us for more information"). It should be offered to all prospects visiting the web site, but isn't the most valued lead conversion point by home buyers.

FIG 29:

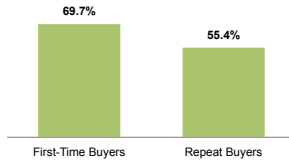
Likelihood that Buyers Will Provide Their Contact Info in Exchange for Personalized Follow Up:

(Percent of buyers that are likely)

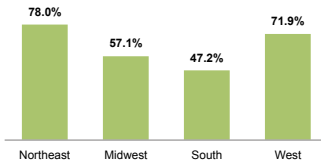
Segmented by Purchase Price



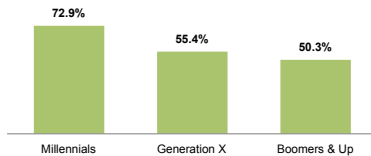
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



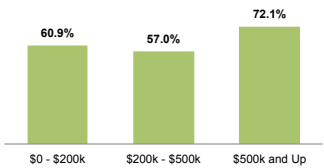
Segmented by Age of Buyer



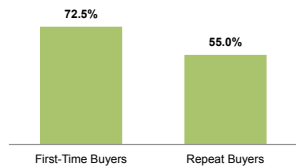
Likelihood that Buyers Will Provide Their Contact Info to Create an Account for Saving Favorites:

(Percent of buyers that are likely)

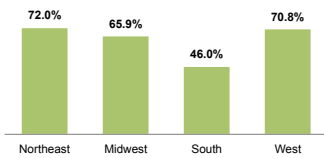
Segmented by Purchase Price



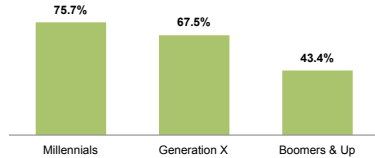
Segmented by 1st-Time / Repeat Buyer



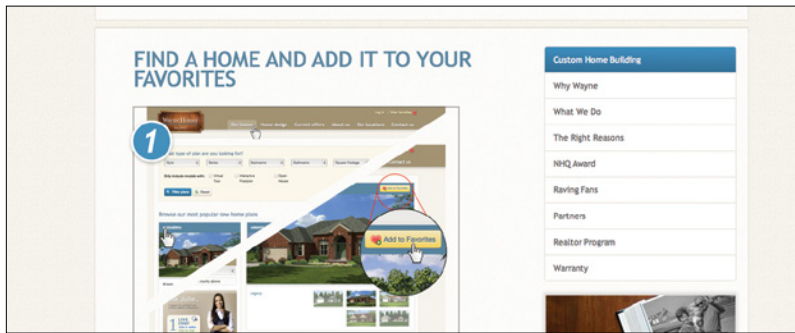
Segmented by US Region



Segmented by Age of Buyer



CREATING AN ACCOUNT FOR SAVING FAVORITES



ACCESS TO PERSONALIZED CONTENT: Data shows that prospects are likely to provide contact information in order to create an account to save favorites (e.g. favorite homes, customized rooms/floor plans, etc.).

ACCESS TO INTERACTIVE BROCHURE



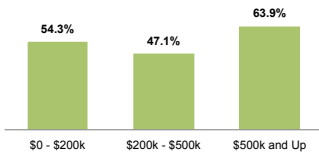
This is a simple way for builders to treat web traffic similar to walk-in traffic. By converting an existing brochure into a digital “flipbook” version, the interactive brochure can be emailed to a prospect who might ordinarily be skeptical of giving out their personal information.

FIG 31:

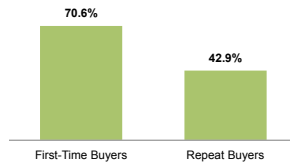
Likelihood that Buyers Will Provide Their Contact Info in Exchange for an Interactive Brochure:

(Percent of buyers that are likely)

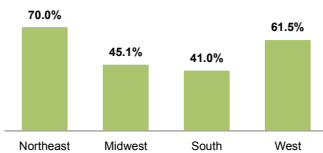
Segmented by Purchase Price



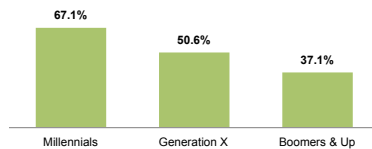
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



Segmented by Age of Buyer



FREQUENCY OF EMAIL UPDATES

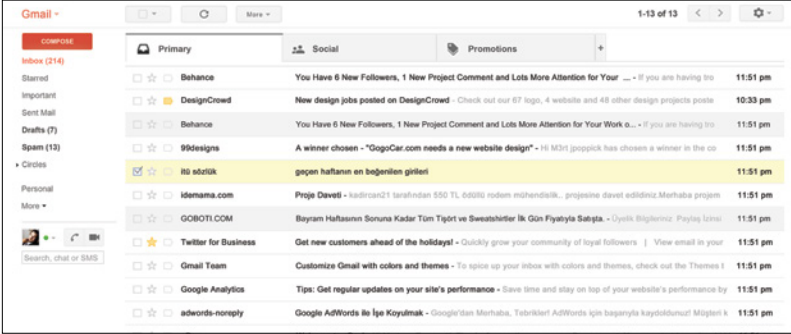
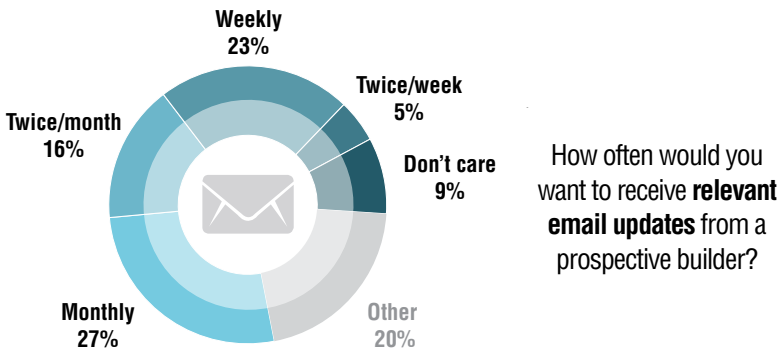


FIG 32:



Email is a powerful tool for staying in front of prospects no matter where they are in the sales funnel. Generally speaking, however, the more qualified the lead, the more frequently prospects prefer to get email updates from a builder.

PREFERRED METHOD FOR REQUESTING MORE INFORMATION

BUYERS ENGAGE WITH A HOME BUILDER THROUGH THE builder's web site differently based on where they are in the decision making process. A prospective buyer who is just starting to search for a new home may spend more time viewing photo galleries and join a builder's social media page. A buyer who is already pre-qualified with a lender may be looking for specific pricing and current availability information.

By understanding online engagement patterns based on where a buyer is in their buying cycle, home builders can better measure the quality of their traffic. By examining how those buyers are most likely to take the next step based on the type of home they are buying and the market they are buying in, builders can improve the online user experience and make it easier for engaged buyers to take the next step.

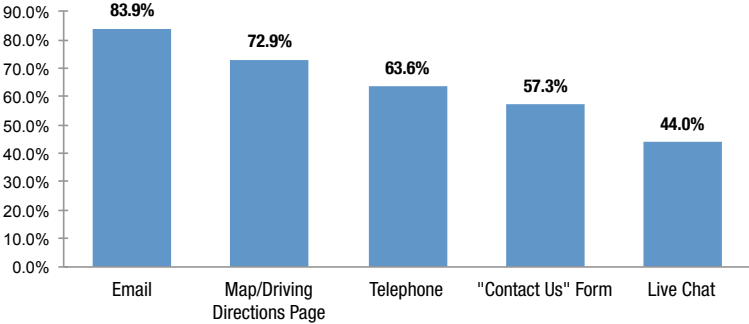
In this section, we asked survey participants to tell us which methods they would be likely to use to request more information from a home builder web site. Respondents provided feedback on the following five methods of contact:

- Email
- Map and driving directions to a specific location
- Telephone
- "Contact Us" form
- Live Chat

FIG 33:

Methods Home Buyers are Likely to use for Initial Contact when Visiting Builder Web Sites:

(Percent of buyers that are likely to use method)

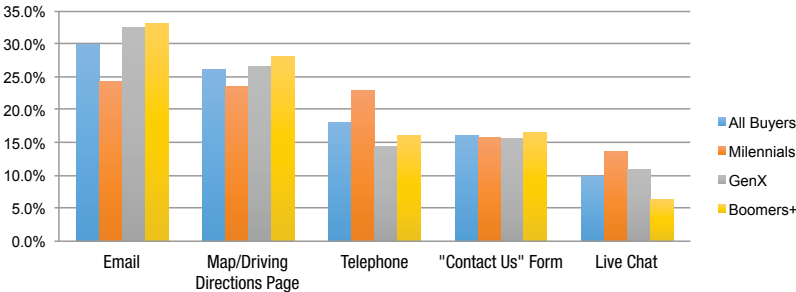


There are many ways for a buyer to take the next step and convert to a lead on a builder's web site. This data shows how likely a buyer might be to use each of the most common touchpoints.

FIG 34:

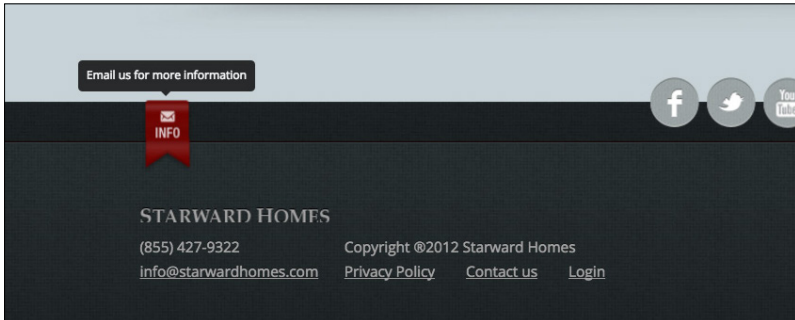
Method Home Buyers are **Most Likely** to use for Initial Contact when Visiting Builder Web Sites:

(Percent of buyers that stated method was most likely for them to use)



Home buyer contact preferences naturally vary with age and technology adoption. All methods should be used to keep the top of the funnel open, but buyer preferences should be taken into consideration when prioritizing touchpoints.

EMAIL



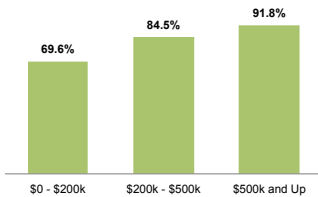
Email is a fast, convenient way for prospects to get in touch with a builder. Although somewhat more difficult to track and qualify, email can be a top source of lead generation for builders.

FIG 35:

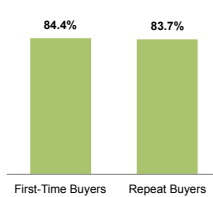
Buyers Likely to Use Email as Method of Getting More Information when Visiting Builder Web Sites:

(Percent of buyers that are likely)

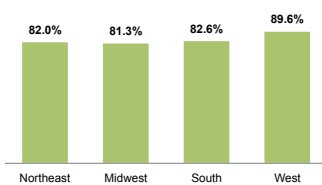
Segmented by Purchase Price



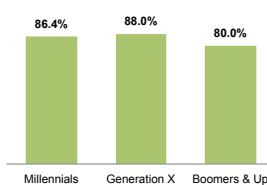
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



Segmented by Age of Buyer



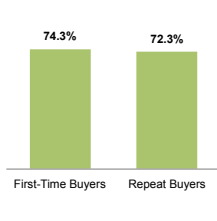
Buyers Likely to Use Map/Directions Page as Method of Getting More Information when Visiting Builder Web Sites:

(Percent of buyers that are likely)

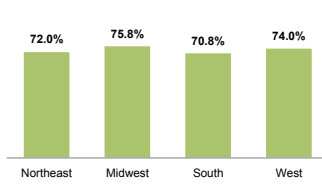
Segmented by Purchase Price



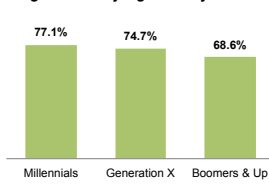
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



Segmented by Age of Buyer



MAP/DIRECTIONS PAGE

LOCATION - NAPLES, FL



MEDITERRA IS NESTLED INTO A SPECIAL PART OF SOUTHWEST FLORIDA.

Its location is convenient to the ambiance of Naples with its culture, fine dining and alluring beaches. Easily accessible to world-renowned shopping, an international airport, five-star resorts and nature preserves that are protected and enjoyed, Mediterra's luxurious lifestyle is complemented by a treasure trove of services and amenities.

The Southwest Florida lifestyle can be as vibrant or relaxing as you choose.

Visit the Mediterra Sales Center:

- Address: 13166 Sevens Way Naples, FL 34109 ([map](#))
- Hours: Monday - Friday: 10am - 5pm Saturday and Sunday: 10am - 4pm Holidays Closed

Contact us

Sincerely complete the form below to get more info about Mediterra.

Name*

First

Last

Email*

What best describes you?

Questions or Comments

MAP/DIRECTIONS PAGE: Since location is so important, many buyers are likely to drive directly to a model or sales center to get initial information. Having this as a prominent page on your web site is critical for driving traffic, and is especially important for mobile users.

TELEPHONE



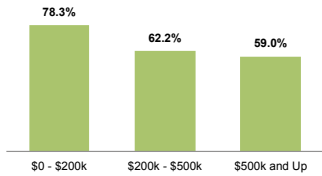
TELEPHONE: Often, users prefer to simply pick up the phone and call to get more information. Builders that don't show a phone number prominently throughout the web site are missing key conversion opportunities. This is especially important for mobile users.

FIG 37:

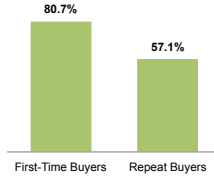
Buyers Likely to Use Telephone as Method of Getting More Information when Visiting Builder Web Sites:

(Percent of buyers that are likely)

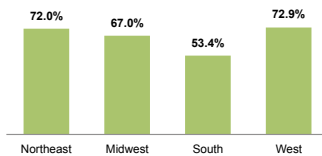
Segmented by Purchase Price



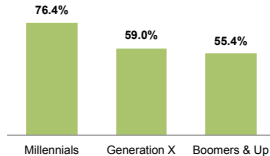
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



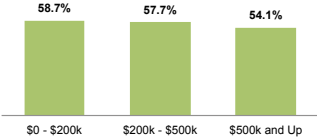
Segmented by Age of Buyer



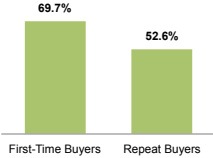
Buyers Likely to Use Contact Form as Method of Getting More Information when Visiting Builder Web Sites:

(Percent of buyers that are likely)

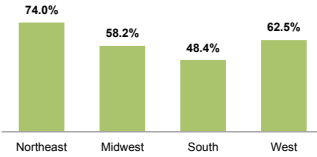
Segmented by Purchase Price



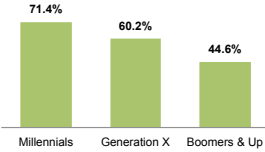
Segmented by 1st-Time / Repeat Buyer



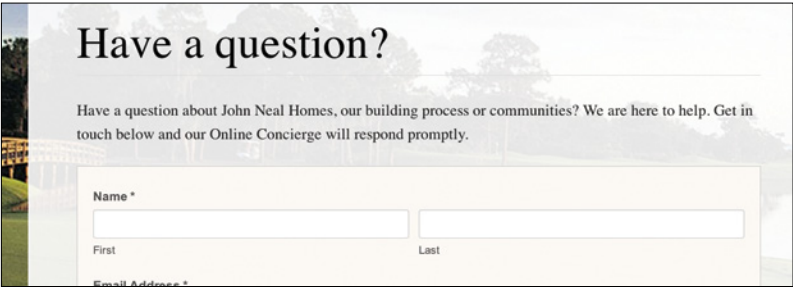
Segmented by US Region



Segmented by Age of Buyer



“CONTACT US” FORM



CONTACT US FORM: A basic contact form is an essential component of any builder web site. Links to the contact page should be very obvious for all users.

LIVE CHAT



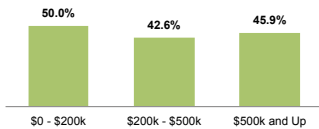
LIVE CHAT: Live chat is often overlooked as an opportunity to convert visitors to leads, but it can be a powerful tool to both generate and qualify leads early in the buying process.

FIG 39:

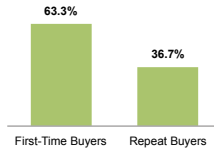
Buyers Likely to Use Live Chat as Method of Getting More Information when Visiting Builder Web Sites:

(Percent of buyers that are likely)

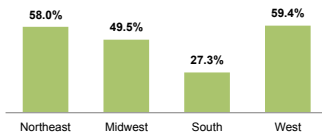
Segmented by Purchase Price



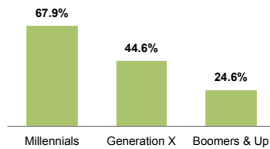
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



Segmented by Age of Buyer



3. Tools for nurturing buyers

DIGITAL TOOLS FOR NURTURING LEADS

The highest level of conversion online is a web site visitor that contacts a builder to schedule an on-site tour or appointment. Buyers who schedule an on-site visit have typically completed the process of narrowing down home builders, neighborhoods, plan types and features.

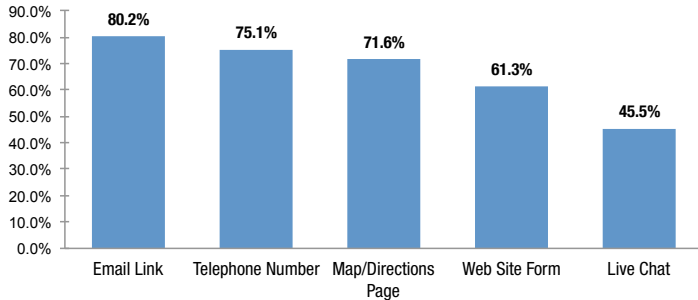


THE NURTURE PHASE: One of the most important components of the sales funnel for building trust, the nurture phase consists of many tools for converting leads to appointments. This is typically the longest phase of the buying cycle, with many potential interactions.

FIG 40:

Methods Home Buyers Are Likely to Use for Scheduling Sales Visit from Builder Web Site:

(Percent of buyers that are likely to use method)

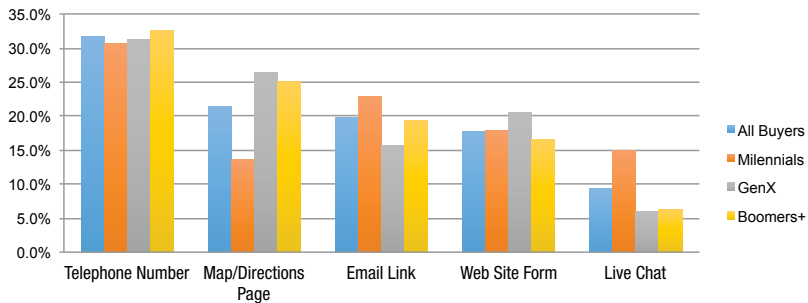


Survey participants were asked to provide feedback on whether they were likely to use the above methods to schedule an on-site appointment from a builder's web site.

FIG 41:

Method Home Buyers Are Most Likely to Use for Scheduling Sales Visit from Builder Web Site:

(Percent of buyers that are most likely to use method)



The data underscores the importance of prominent placement of contact information on builder marketing materials.

FIG 42:

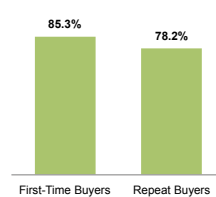
Buyers that are Likely to Use Email Link as Method of Scheduling a Sales Visit from Builder Web Site:

(Percent of buyers that are likely)

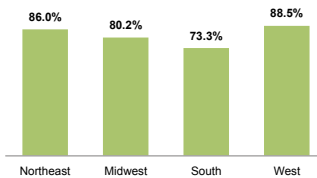
Segmented by Purchase Price



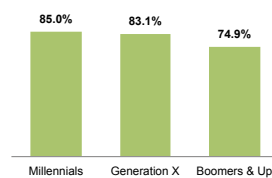
Segmented by 1st-Time / Repeat Buyer



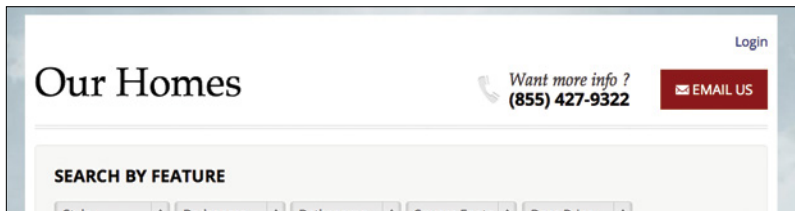
Segmented by US Region



Segmented by Age of Buyer

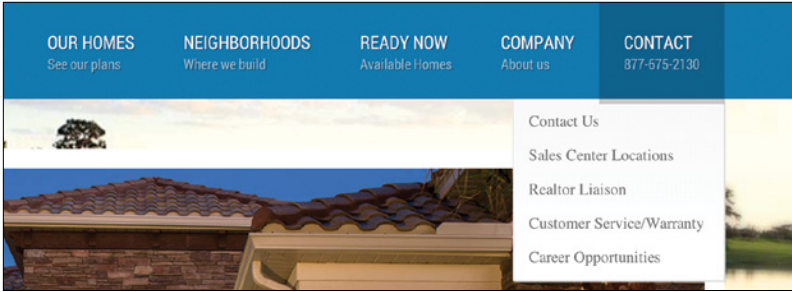


EMAIL LINK



EMAIL LINK: An email link is one of the simplest touchpoints for prospects to schedule an appointment with a home builder's sales agent.

TELEPHONE NUMBER



TELEPHONE NUMBER: With all the technological advancements, buyers are still likely to pick up the phone and call a builder to schedule an on-site appointment.

FIG 43:

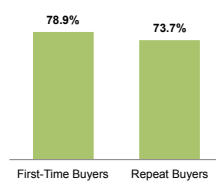
Buyers that are Likely to Use Telephone as Method of Scheduling a Sales Visit from Builder Web Site:

(Percent of buyers that are likely)

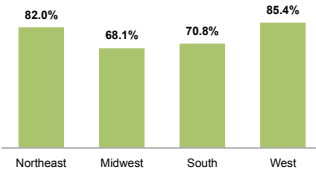
Segmented by Purchase Price



Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



Segmented by Age of Buyer

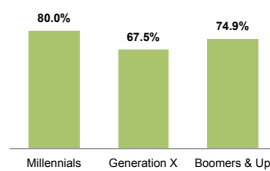


FIG 44:

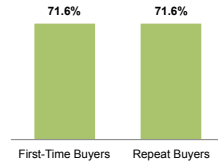
Buyers Likely to Use a Map/Directions Page as Method of Scheduling a Sales Visit from Builder Web Site:

(Percent of buyers that are likely)

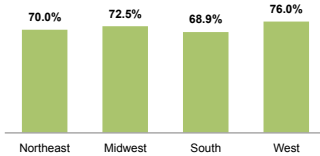
Segmented by Purchase Price



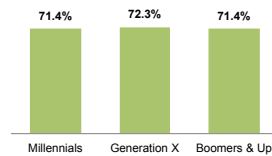
Segmented by 1st-Time / Repeat Buyer



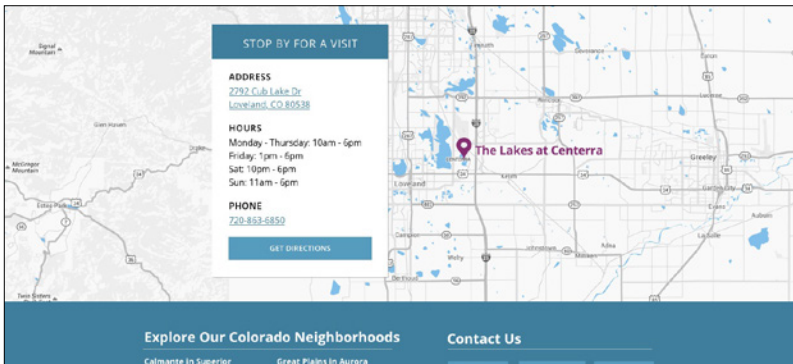
Segmented by US Region



Segmented by Age of Buyer

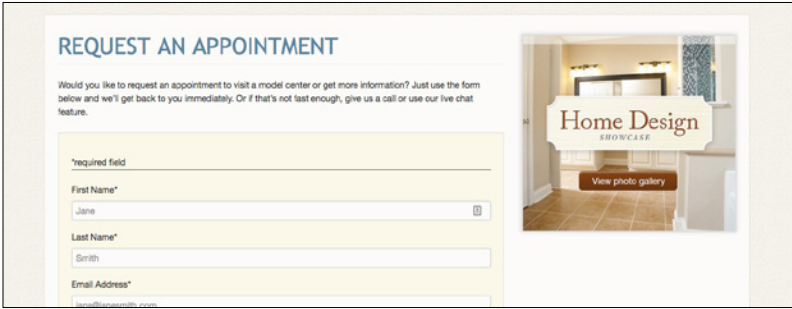


MAP/DIRECTIONS PAGE



MAP/DIRECTIONS PAGE: When scheduling a sales visit, many buyers expect detailed maps and directions on builder web sites. Hours of operation and other essential location information should be provided to the buyer on this page.

WEB SITE FORM



WEB SITE FORM: Customized web forms give buyers the ability to request an appointment with a sales office directly from the builder's web site.

FIG 45:

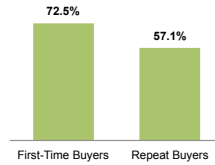
Buyers that are Likely to Use a Web Site Form as Method of Scheduling Sales Visit from Builder Web Site:

(Percent of buyers that are likely)

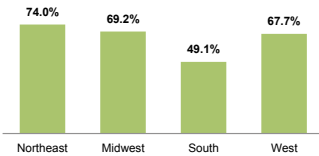
Segmented by Purchase Price



Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



Segmented by Age of Buyer

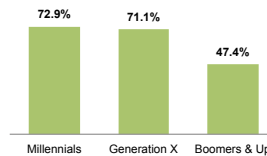
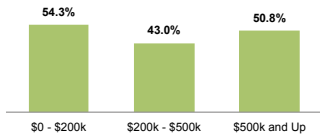


FIG 46:

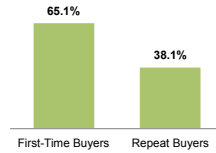
Buyers that are Likely to Use Live Chat as Method of Scheduling Sales Visit from Builder Web Site:

(Percent of buyers that are likely)

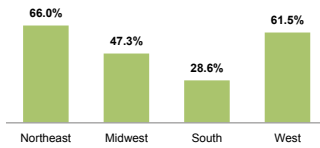
Segmented by Purchase Price



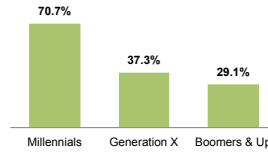
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



Segmented by Age of Buyer



LIVE CHAT



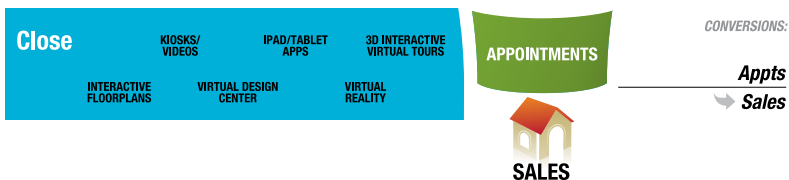
LIVE CHAT: When managed well, Live Chat can be a very powerful tool for interacting with prospects online and setting home tours in real time.

4.

Tools for closing the sale

DIGITAL TOOLS FOR CLOSING THE SALE

AS WE'VE SEEN IN THE PREVIOUS SECTIONS, DIGITAL TOOLS ARE HIGHLY INFLUENTIAL among buyers in all phases of researching a new home purchase and in all categories. Although preferences may vary between buyers in different geographical regions, price points and age ranges, the data underscores the importance of digital tools in attracting and engaging home buyers online.



But what about offline?

AS THE DATA IN THIS SECTION SUGGESTS, technology plays an important role not only in attracting and engaging buyers but in closing the sale as well. On-site sales center digital tools and displays have become as important to the sales presentation as well-merchandised model homes and professional, knowledgeable sales agents.

SALES CENTER TOOLS: THE HANDS-ON HOME BUYER

At each stage of the new home purchase, buyers have the information they need at their fingertips. They research builders, neighborhoods and amenities online. They tour model homes, customize floor plans and ask questions in real time by live chat – all without ever leaving their home or office.

The ability for buyers to easily access this kind of information often makes them feel empowered and in control of their research and decision making process.

As buyers move through each stage of the sales funnel and transition to an on-site visit, it is just as important for them to feel in control and able to access the information they need. Whether clicking, swiping, or scrolling, buyers rely on interactive tools to engage with a product, neighborhood and community.

By defining the influence of each of these tools for buyers in specific categories, home builders can invest in the appropriate sales center tools and adapt sales presentations to effectively integrate personal technology with personal consultative selling.

SALES CENTER DISPLAYS: INTERACTIVE OR INTERACTION?

IN THE LAST SEVERAL YEARS, TECHNOLOGY in Sales Centers has advanced from static floor plan and builder story displays to videos, interactive floor plans and other advanced selling tools.

Until now, there has been no data available about how effective these tools are among buyers nationally, from the home buyer's point of view. Do these digital tools influence a prospect's decision to buy? If so, which digital tools are most likely to assist a buyer in getting the information they need to make a confident buying decision?

WE SURVEYED RECENT NEW home buyers and asked them to identify which digital Sales Center displays were most valuable when touring a model home complex.

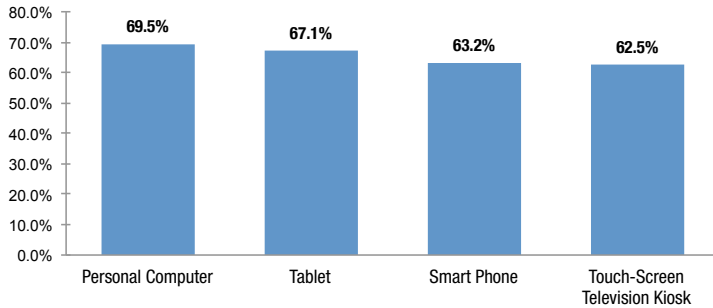


SO HOW IMPORTANT IS THE INTERACTIVE ENGAGEMENT AT THE SALES CENTER? We asked recent home buyers to consider the influence of digital interactive tools during their Sales Center visits. *Photo: Esencia Visitor Center, courtesy of Rancho Mission Viejo*

FIG 47:

Influence of Devices (Available at a Sales Office) on Decision to Buy from that Particular Home Builder

(Percent of buyers that considered it helpful in decision-making process)

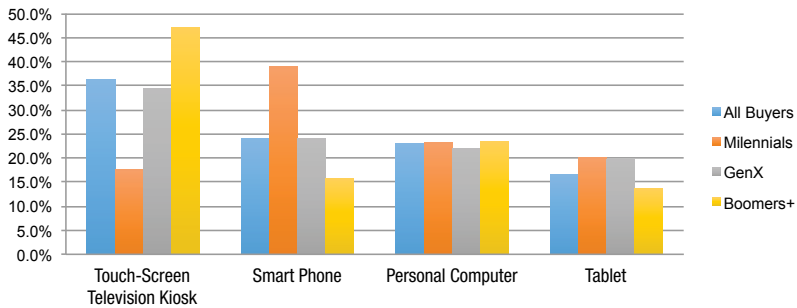


By understanding the influence of each of these tools for buyers in specific categories, home builders can invest in the appropriate sales center tools and adapt sales presentations to effectively integrate personal technology with personal consultative selling.

FIG 48:

Most Influential Device (Available at a Sales Office) on Decision to Buy from that Particular Home Builder

(Percent of buyers that considered it most influential device in decision-making process)



On-site technology plays a major role in influencing prospects to buy. Millennials and GenX are more reliant on their phones, while older buyers tend to prefer a guided tour by a sales agent via computer or kiosk.

PERSONAL COMPUTER



PERSONAL COMPUTER IN SALES OFFICE: One of the simplest and most common devices used in sales presentations, computers easily showcase plans, photos, options, etc. at a low cost.

FIG 49:

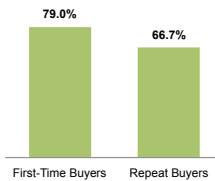
Influence of Personal Computer (Available at Sales Office) on Decision to Buy from that Particular Home Builder

(Percent of buyers that considered it helpful in decision-making process)

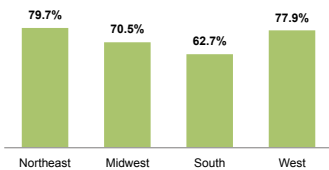
Segmented by Purchase Price



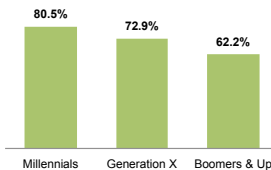
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



Segmented by Age of Buyer



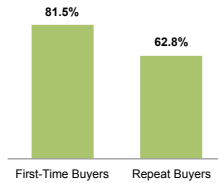
Influence of Tablet (Available at Sales Office) on Decision to Buy from that Particular Home Builder

(Percent of buyers that considered it helpful in decision-making process)

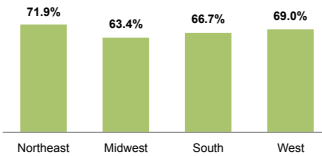
Segmented by Purchase Price



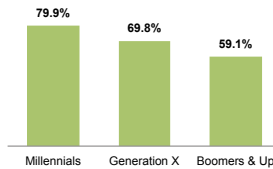
Segmented by 1st-Time / Repeat Buyer



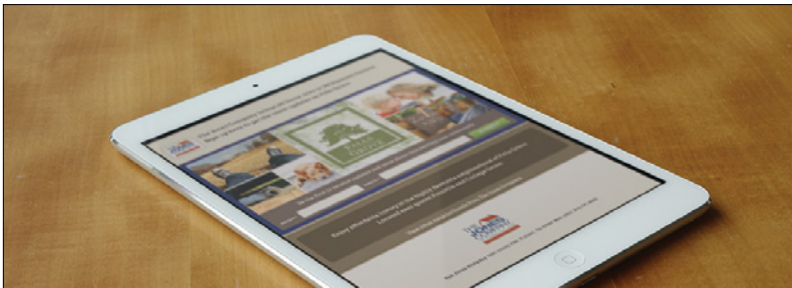
Segmented by US Region



Segmented by Age of Buyer

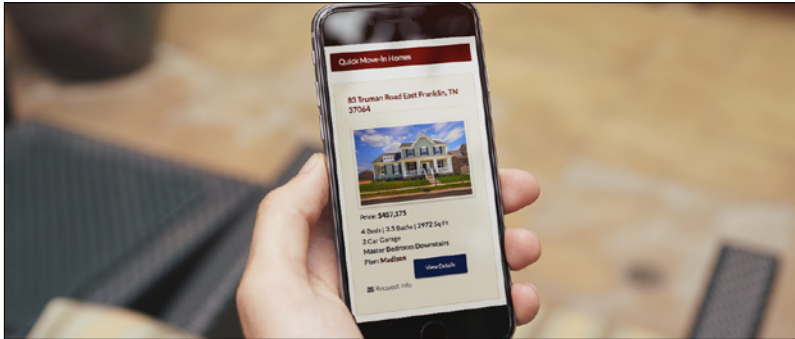


TABLET



TABLET (IPAD OR SIMILAR): The prevalence of tablets has brought with it a variety of apps designed for home builder sales centers. These can be sales agent- or self-guided, allowing the buyer to explore home and community features.

SMART PHONE USAGE ONSITE



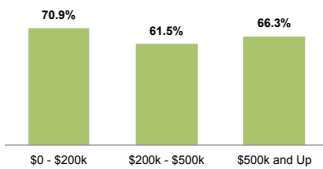
SMART PHONES are enabling buyers to take control of the sales experience. With instant access to information about a builder (and its competitors), a savvy buyer can retrieve favorite photos, plans, reviews and more – sometimes supporting, and sometimes derailing, a sales pitch.

FIG 51:

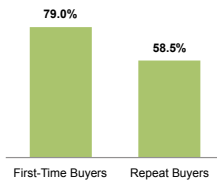
Influence of Smart Phone (Used in Sales Office) on Decision to Buy from that Particular Home Builder

(Percent of buyers that considered it helpful in decision-making process)

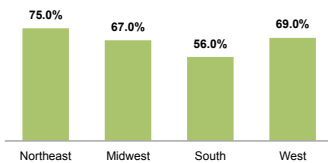
Segmented by Purchase Price



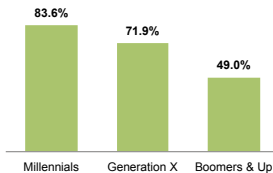
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



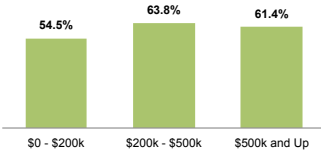
Segmented by Age of Buyer



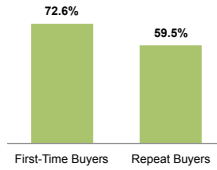
Influence of Touch Screen Kiosk (Available at Sales Office) on Decision to Buy from that Particular Home Builder

(Percent of buyers that considered it helpful in decision-making process)

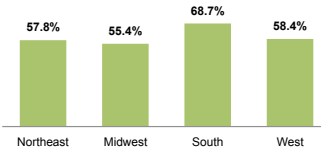
Segmented by Purchase Price



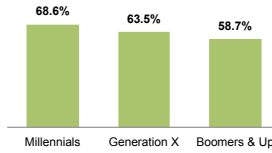
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



Segmented by Age of Buyer



TOUCH SCREEN TELEVISION KIOSK



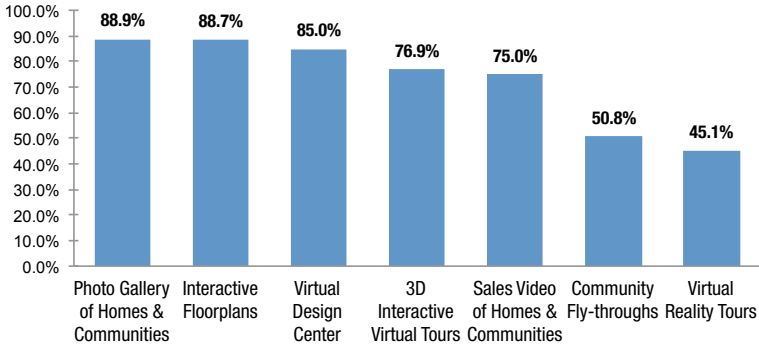
TOUCH SCREEN TELEVISION KIOSKS can be a focal point of the sales center experience, allowing the user or sales agent to explore interactive content provided by the builder.

Photo: Esencia Visitor Center, courtesy of Rancho Mission Viejo.

FIG 53:

Influence of Digital Content (Available at Sales Office) on Decision to Buy from that Particular Home Builder

(Percent of buyers that considered it likely to influence)

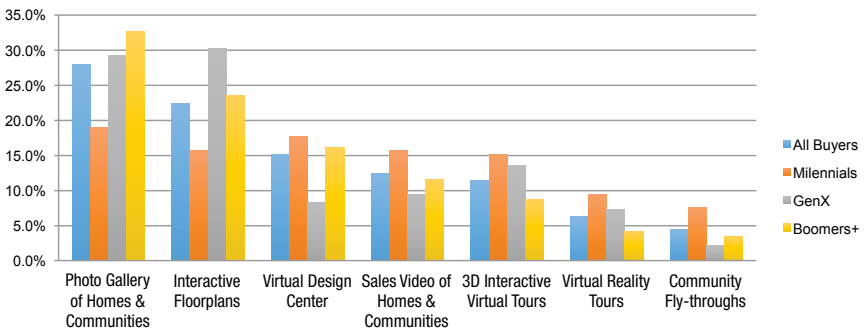


DIGITAL CONTENT: While devices play a significant role in the sales center, so does the content that is displayed on them. These are the most popular types of content and how influential they are from the home buyer's perspective.

FIG 54:

Most Influential Digital Content (Available at Sales Office) on Decision to Buy from that Particular Home Builder

(Percent of buyers that considered it most influential)



Home buyers were asked to rank the content they considered most influential when presented on-site. Some of the content is relatively new to the industry, yet is quickly gaining acceptance.

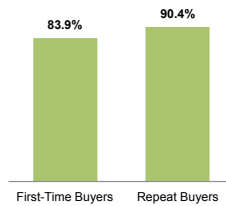
Influence of Digital Photo Gallery (Displayed at Sales Office) on Decision to Buy from that Particular Builder

(Percent of buyers that considered it likely to influence)

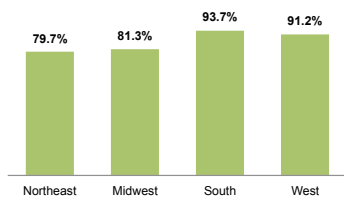
Segmented by Purchase Price



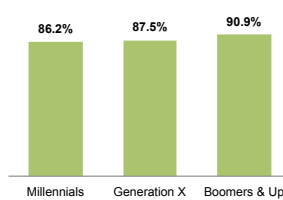
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



Segmented by Age of Buyer



DIGITAL PHOTO GALLERIES

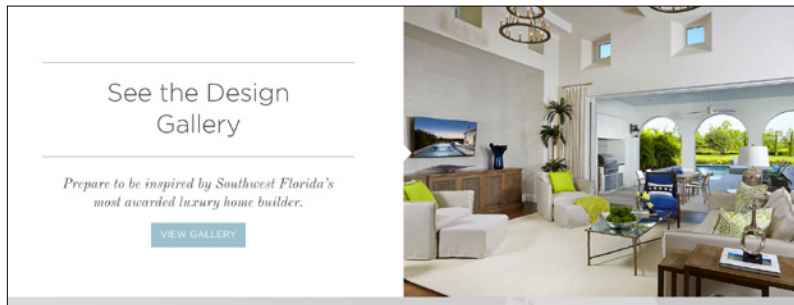


PHOTO GALLERIES are visually-oriented sales content with a very high degree of influence over home buying decisions. High-quality galleries connect buyers emotionally with homes and communities, and are one of the easiest types of content to produce.

INTERACTIVE FLOOR PLANS



INTERACTIVE FLOOR PLANS give users the ability to interact with a plan, selecting options, configurations, lighting, furniture, hotspots and more.

FIG 56:

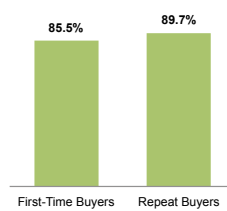
Influence of Interactive Floorplans (Displayed at Sales Office) on Decision to Buy from that Particular Builder

(Percent of buyers that considered it likely to influence)

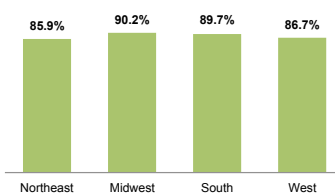
Segmented by Purchase Price



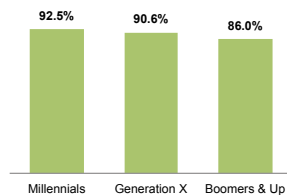
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



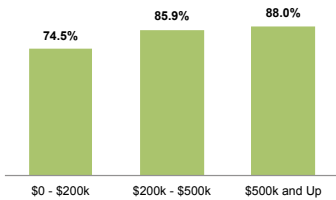
Segmented by Age of Buyer



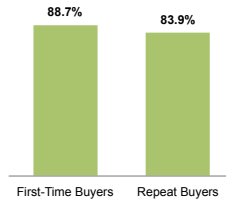
Influence of Virtual Design Center (Available at Sales Office) on Decision to Buy from that Particular Builder

(Percent of buyers that considered it likely to influence)

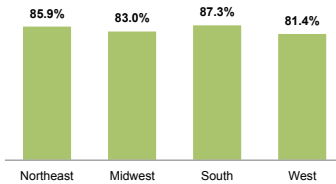
Segmented by Purchase Price



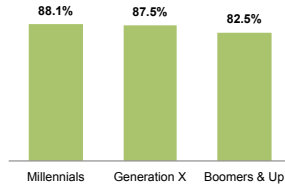
Segmented by 1st-Time / Repeat Buyer



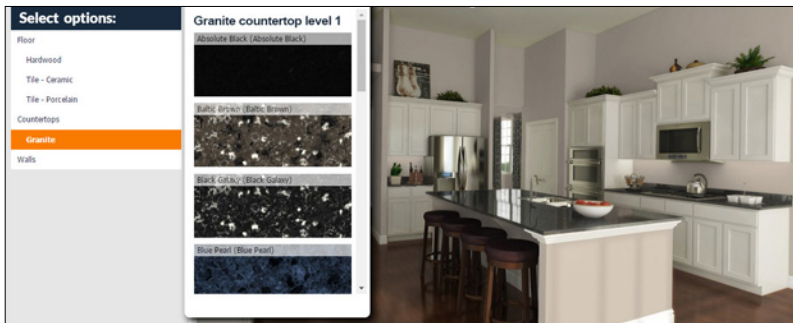
Segmented by US Region



Segmented by Age of Buyer

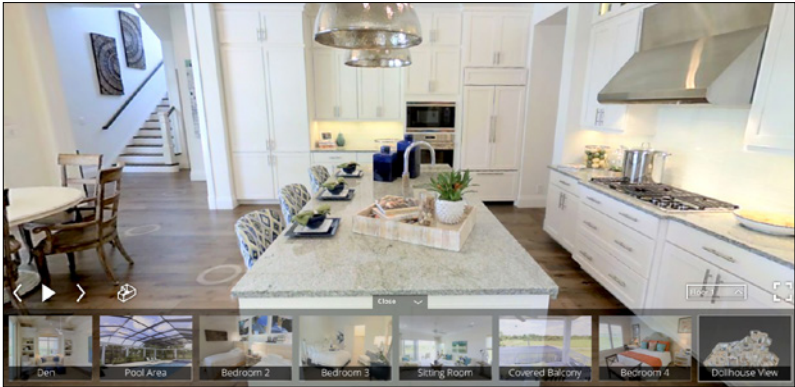


VIRTUAL DESIGN CENTER



VIRTUAL DESIGN CENTER appeal has improved significantly with technology. Buyers can use these room designers to select finishes such as cabinetry, surfaces, paint color, etc. and see them rendered in photorealistic quality on nearly any device.

3D INTERACTIVE TOURS



3D INTERACTIVE TOURS allow users to virtually walk through a home, navigating seamlessly from room to room, turning to see every detail. Many are web-based, and can be viewed from any device with internet access.

FIG 58:

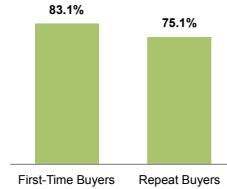
Influence of 3D Interactive Tours (Displayed at Sales Office) on Decision to Buy from that Particular Builder

(Percent of buyers that considered it likely to influence)

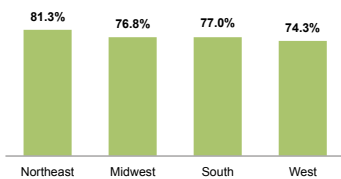
Segmented by Purchase Price



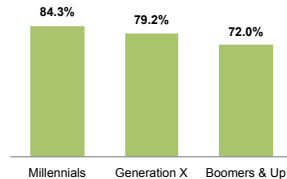
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



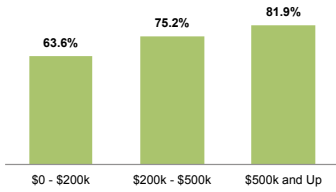
Segmented by Age of Buyer



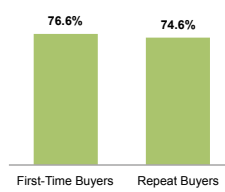
Influence of Sales Video (Displayed at Sales Office) on Decision to Buy from that Particular Builder

(Percent of buyers that considered it likely to influence)

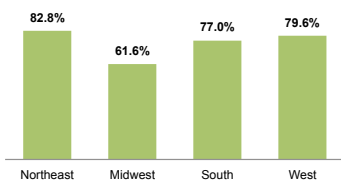
Segmented by Purchase Price



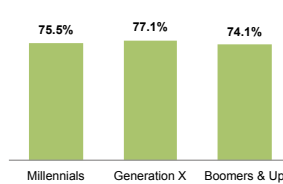
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



Segmented by Age of Buyer



SALES VIDEOS OF HOMES AND AMENITIES



ONSITE VIDEOS have been used for years to showcase homes and community features within a sales center or model. They are still very influential to home buyers.

COMMUNITY FLY-THROUGHS



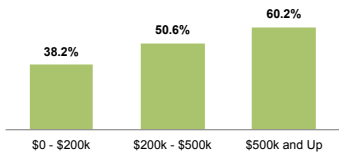
COMMUNITY FLY-THROUGHS help buyers visualize homes and communities which have yet to be built. They are often used to show a macro view of the community's location, a critical component of an effective sales presentation. *Photo courtesy of The New Home Company; ©Christopher Mayer Photography.*

FIG 60:

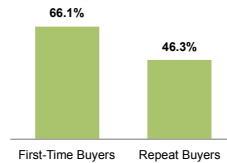
Influence of Community Fly-Throughs (Displayed at Sales Office) on Decision to Buy from that Particular Builder

(Percent of buyers that considered it likely to influence)

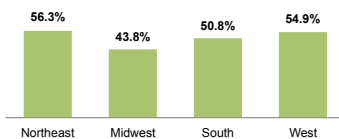
Segmented by Purchase Price



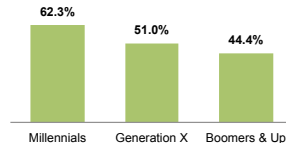
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



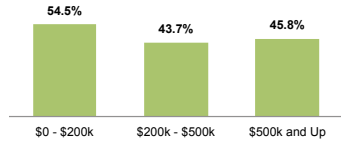
Segmented by Age of Buyer



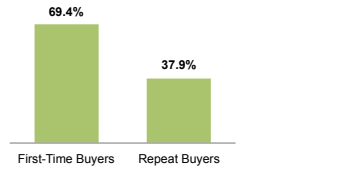
Influence of Virtual Reality Tours (Displayed at Sales Office) on Decision to Buy from that Particular Builder

(Percent of buyers that considered it likely to influence)

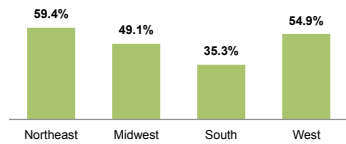
Segmented by Purchase Price



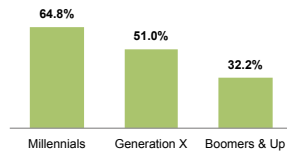
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



Segmented by Age of Buyer



VIRTUAL REALITY TOURS



VIRTUAL REALITY TOURS, which require special goggles, are one of the fastest growing technologies used in a sales center. As the realism improves and goggles become more comfortable, users feel like they are actually viewing a home simply by looking around.

©2017 THE BOKKA GROUP

DATA COLLECTED BY HOME INNOVATION RESEARCH LABS

(FORMERLY NAHB RESEARCH CENTER)

BACKGROUND & METHODOLOGY

The 2016–17 study was designed and written by the Bokka Group. Home Innovation Research Labs (formerly the National Association of Home Builders Research Center) fielded the study in June 2017 as a third-party research company and provided tabulated results. This report (including all charts, graphics and descriptions) was produced by the Bokka Group.

The primary objective of this study was to develop a better understanding of the use of technological tools and content by new home buyers. The Bokka Group set out to conduct a survey of recent home buyers to learn more about their use and preferences of online tools in their new home search and buying process. The Bokka Group developed the questionnaire which was fielded as a web-based survey to recent home buyers (purchased within the last calendar year) to obtain statistically reliable and credible data on this topic to share with the industry as a means of improving the home buying process for both buyer and seller.

The Bokka Group provided e-mail addresses of recent new home buyers to Home Innovation Research Labs, who augmented the list with respondents of their most recent Consumer Practices Survey who indicated they purchased a new home in 2016. There were 541 survey respondents throughout the U.S.

Bōkka[®]
G R O U P

<http://bokkagroup.com>