

The New Home Revolution



**CONSTRUCTION
TRAINING**

**MARKETING
TOOLS**

**LEAD GENERATION
IDEAS**



Old Homes Usually Mean New Problems!



The value of older homes....

\$10,000

Below





HOME REPAIRS

U.S. Homeowners
Will Spend
\$321 Billion
On Remodeling!

Buyer litigation has been significantly increasing.



A photograph of a man and a woman, presumably a couple, shaking hands with a real estate agent. The man is on the left, wearing a grey t-shirt and jeans, smiling. The woman is in the middle, wearing a light pink shirt and jeans, also smiling. The real estate agent is on the right, a woman with long brown hair wearing a dark blue pinstripe blazer, holding a red folder. They are standing on a green lawn in front of a two-story house with grey siding and white window frames. The scene is bright and sunny.

Inventory Homes Normally Pay a Bonus
and Can Close Within 30 Days



New Homes Can Mean More Time For Yourself!

On average a Realtor spends with a particular
client anywhere between 40–100 hours.



Clients Get Excited About New!

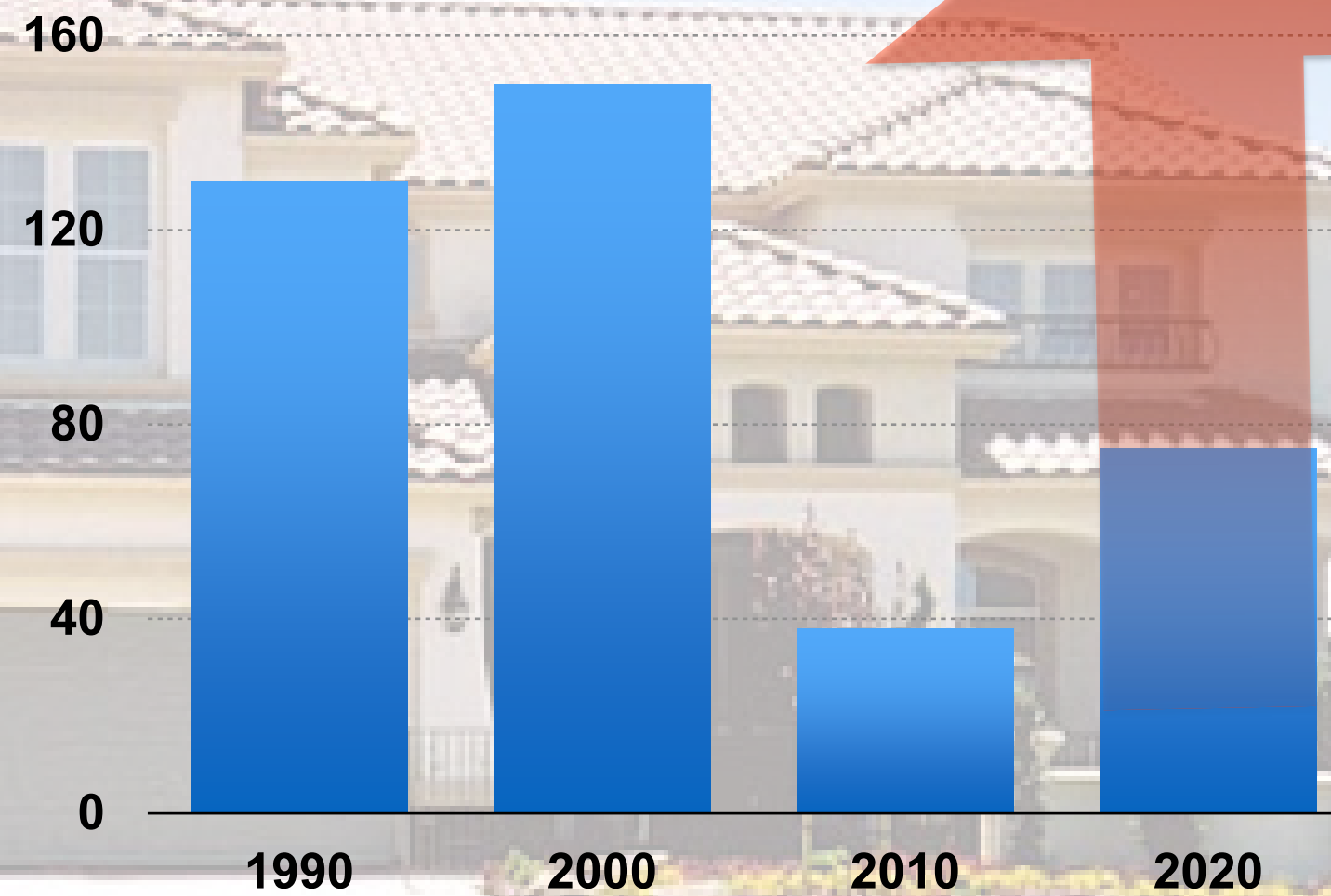
A lifestyle photograph featuring three women in formal evening wear standing on a pool deck. The woman on the left wears a white lace dress, the middle woman a pink dress with a fur stole, and the woman on the right a beige dress. They are all smiling and holding champagne flutes. In the foreground, a dining table is set with white linens, silverware, red wine glasses, and plates of food. A large blue diagonal graphic overlays the right side of the image, containing the text.

There's Security and Peace Of Mind
When Owning A New Home.

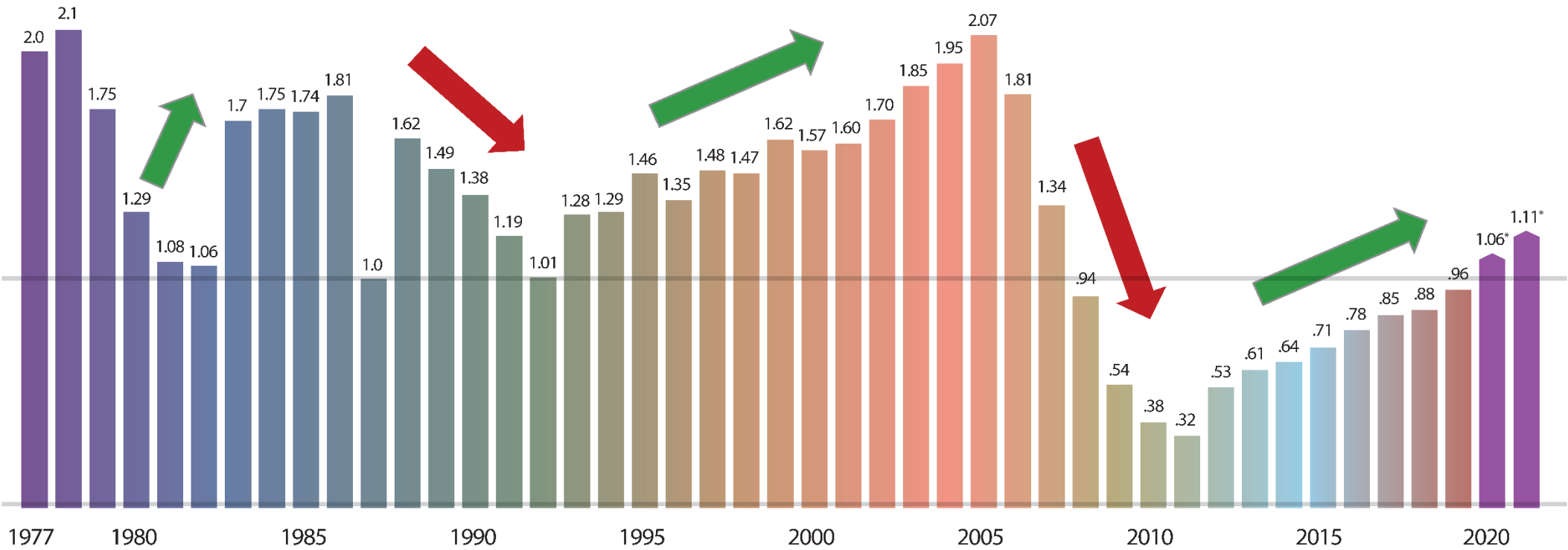
Why Sell New Homes?



What Goes Down, Goes Back Up



US New Housing Starts



Energy Efficient Homes

1. Minimum Low-E2 Windows
2. Minimum SEER 14 HVAC
3. ENERGY STAR Appliances
4. HERS Rating System
5. Energy-Efficient Lighting
6. Solar Energy
7. Spray Foam Insulation
8. Weather-Sensing Irrigation
9. Conditioned Attics sealed with SPF
10. Water-Efficient Faucets and Shower Heads

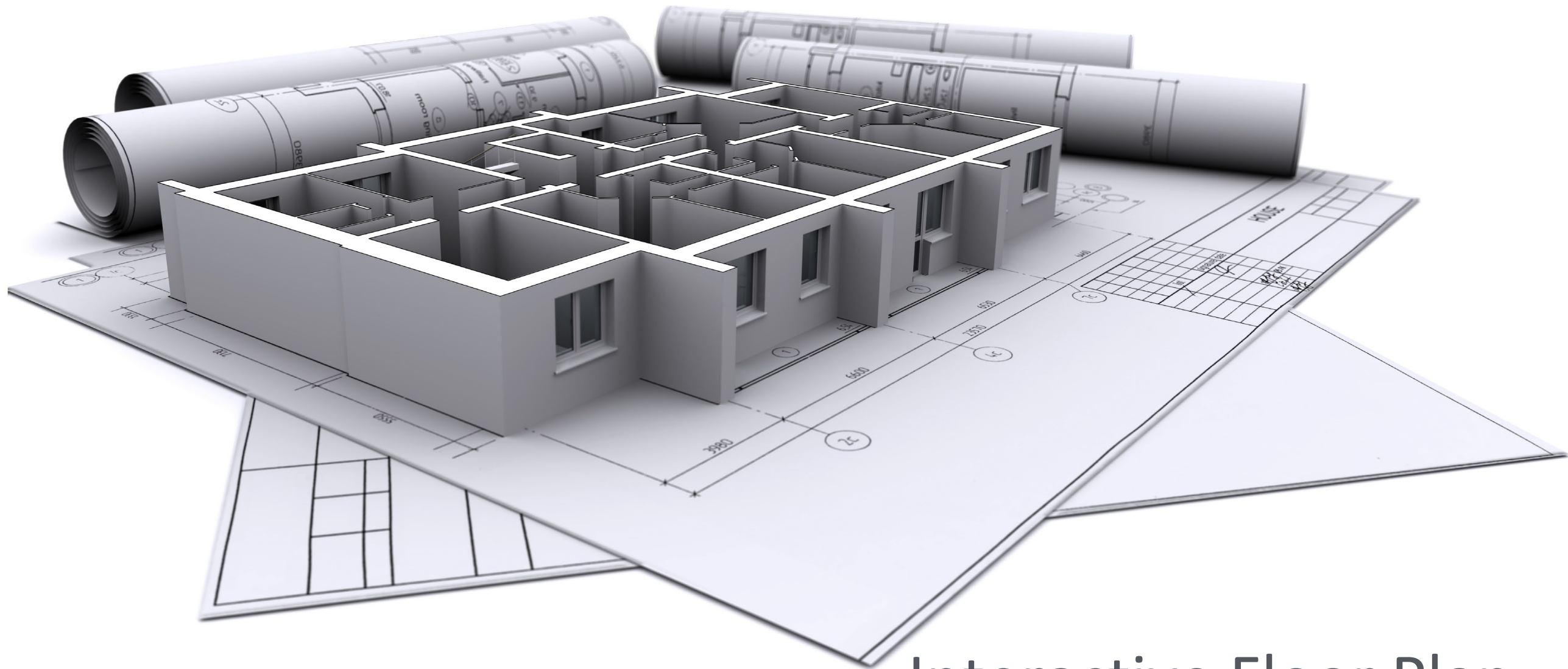


A virtual tour puts your clients in their home before it's built!



L O O K I N G G L A S S

Walk through a home before it's built.



Interactive Floor Plan



Interactive Kitchen

Top 10 Reasons a Real Estate Agent Should Sell New Homes.

- 1.** The On Site agent does most of the work.
- 2.** No inspection problems.
- 3.** Very few lawsuits for agents because of Builder Warranties.
- 4.** Great opportunities for multiple transactions as they show friends, family and co-workers.
- 5.** Many areas of expertise to specialize to different types of buyers.



Top 10 Reasons a Real Estate Agent Should Sell New Homes.

6. Repeat and referral business.
7. Easy to establish Internet presence through SEO with the proper website.
8. Having new home knowledge and floor plans provides for better open house opportunities.
9. Higher commissions due to a higher price point.
10. Provide a more energy efficient home for your buyer.



Average Resale Home vs. Average New Home

Commission Comparison

Resale Home

\$250,000 x 3% commission =

\$7,500

New Home

\$325,000 x 3% commission =

\$9,750

30% Increase
in commission



FIG 9:

Items Considered Important when Researching Home Builder Web Sites:

(Percent of buyers that considered item important)

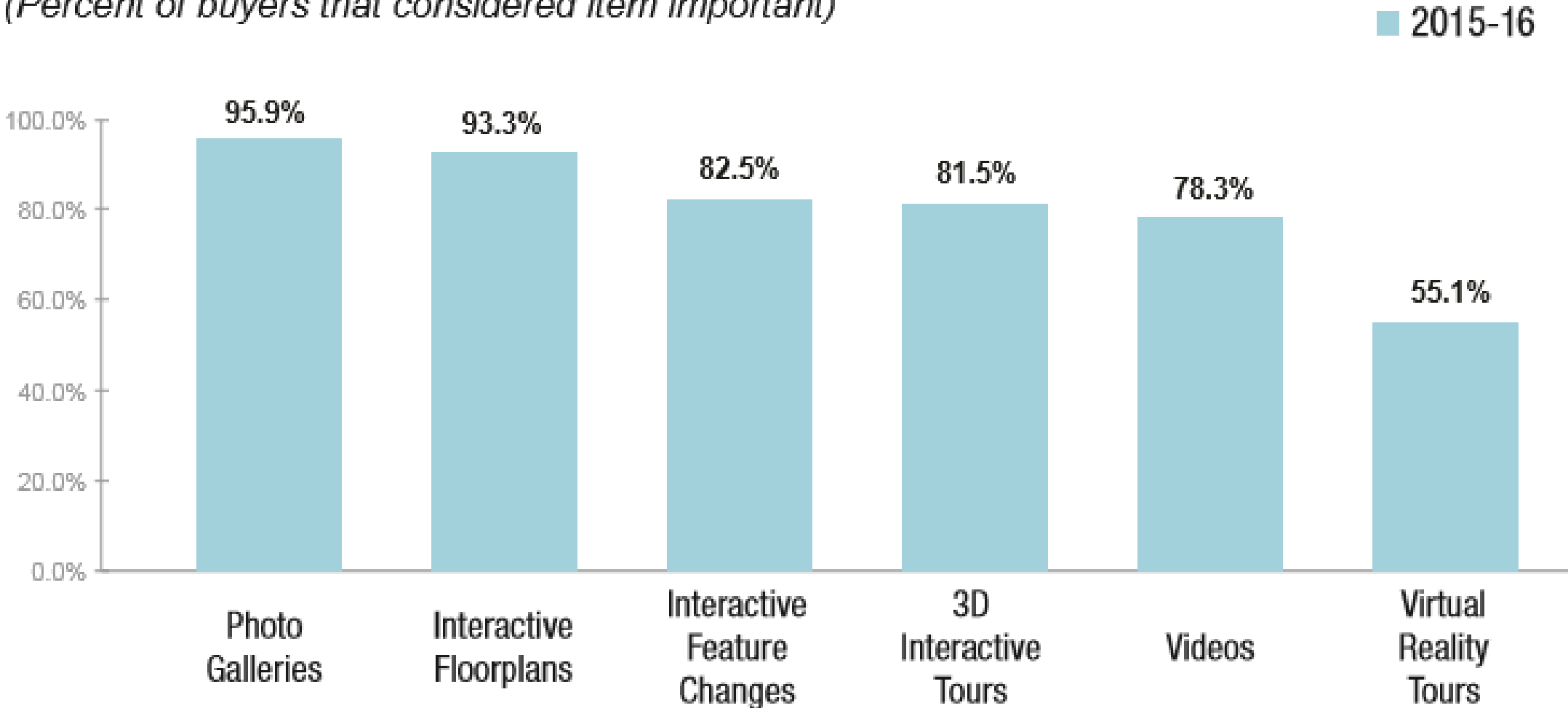


FIG 8: Many of the tools were considered important by buyers during the research phase of the home buying process. New to the list is Virtual Reality Tours (requiring special VR goggles), which is gaining in use among builders and buyers, although it is not yet as widely accepted.

FIG 19:

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

(Percent of buyers that are influenced)

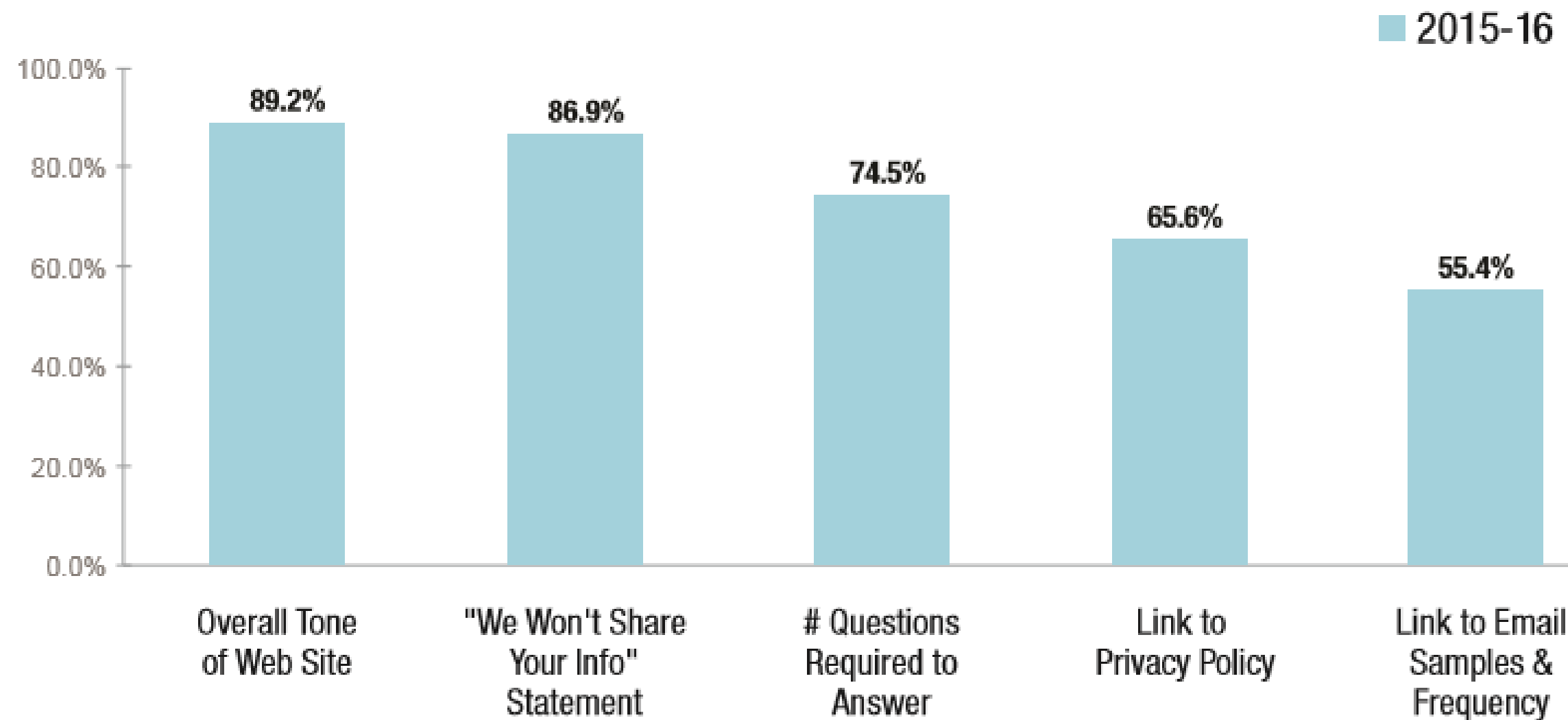


FIG 8: Many of the above items are considered “best practices” for creating forms that capture lead information from a web site visitor, and all are worthy of inclusion to optimize conversion.

Top 10 Reasons a Buyer Should Buy a New Home.

- 1.** Home buyer gets to be involved in the design.
- 2.** Floor plan is designed for you and your family and your lifestyle.
- 3.** Everything is new and selected by the buyer.
- 4.** More energy efficiency saves thousands of dollars over time.
- 5.** New homes cost less to run and maintain.



Top 10 Reasons a Buyer Should Buy a New Home.

6. Superior safety codes and design.
7. Advanced technology and energy saving appliances.
8. Quicker home appreciation over the first five years.
9. Special financing incentives.
10. Periodic inspection and code checks.

