



2024 HOME BUYER CONVERSION REPORT

Bōkka[®]
G R O U P

Conducted and Produced by the Bokka Group



EMBRACING THE DIGITAL HOME BUYING PROCESS

Buying a home remains one of the most significant decisions a person can make. Today, the way buyers decide has evolved beyond static images and floorplans. They now expect to visualize and interact with a home before it's even built.

From virtual walkthroughs to interactive tools that let buyers customize features in real-time, digital experiences are no longer a novelty—they're an expectation. As technology continues to advance, augmented reality, 3D tours and even mixed reality are shaping the home buying process. What was once futuristic is now within reach, helping buyers make more informed, confident decisions without setting foot on-site.

This report reflects the tools currently making an impact as well as a look forward to what's next. At Bokka, we stay ahead of these trends so builders are ready for the demands of future buyers—because embracing the digital experience is essential to closing more sales and building better relationships.

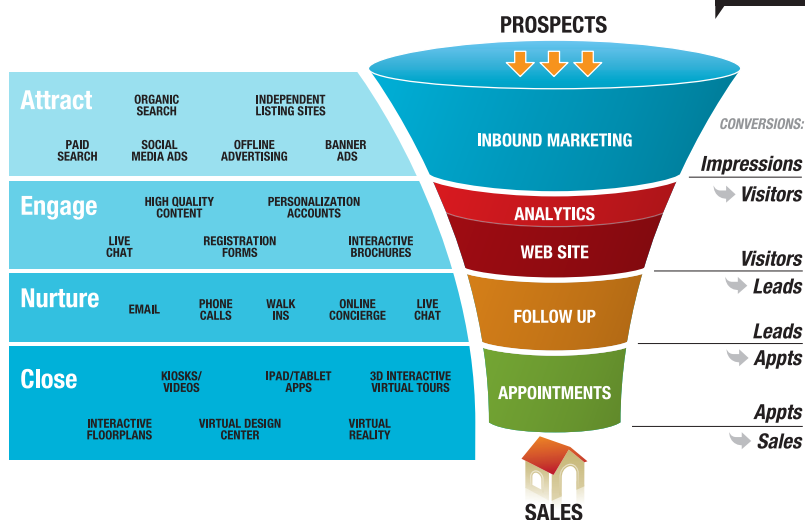
Our work with the nation's top builders has shown that the key to success in the digital age is embracing these tools early and we hope this report offers you fresh insights to do just that—turning more prospects into delighted homeowners.

— Jimmy Diffie

Co-founder, The Bokka Group

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THE SALES CONVERSION FUNNEL: Home buyers 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 website 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 website 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:

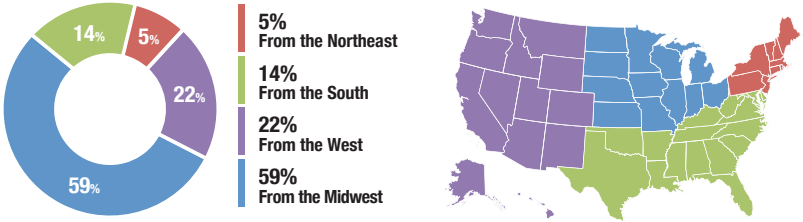
1. What attracts visitors to a particular builder’s website?
2. What tools and website components influence buyers’ decisions to provide their personal information to builders?
3. What tools and website components influence buyers’ decisions to visit builders’ sales centers/model homes?
4. What tools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

AUDIENCE DEMOGRAPHICS

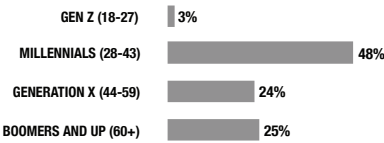
THE STUDY FOCUSED ON RECENT NEW HOME BUYERS throughout the United States. It includes buyers who purchased and built their new home between 2022 and 2023.

FIG 1:

Geography



Generation (Age in years)



Marital Status

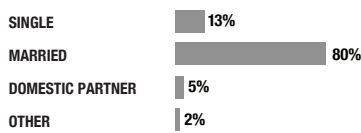
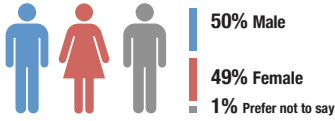
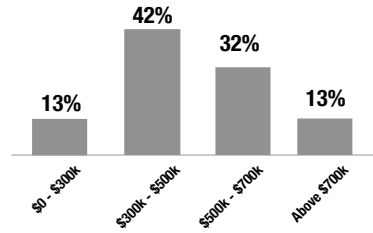


FIG 2:

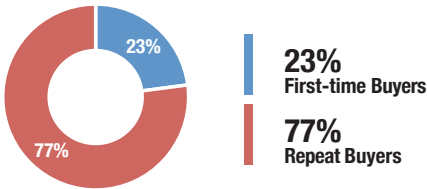
Gender



Home Price (in thousands)

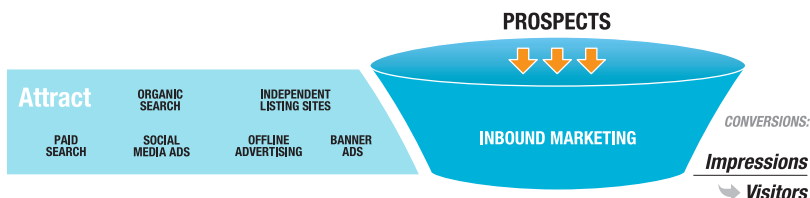


First-time / Repeat Buyer



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 website visitors. This study identifies what the top tools are for achieving these impression-to-visitor conversions.

FIG 3:

Marketing Channel Influence in Attracting Buyers to Home Builder Websites:

(Percent of buyers that were influenced)

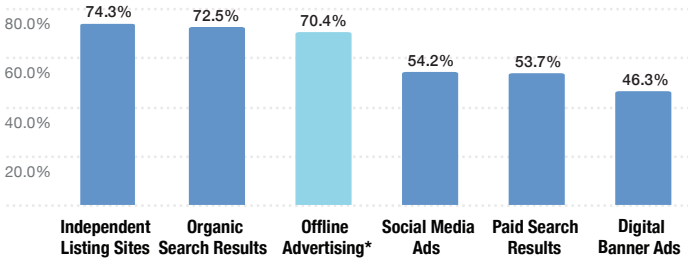
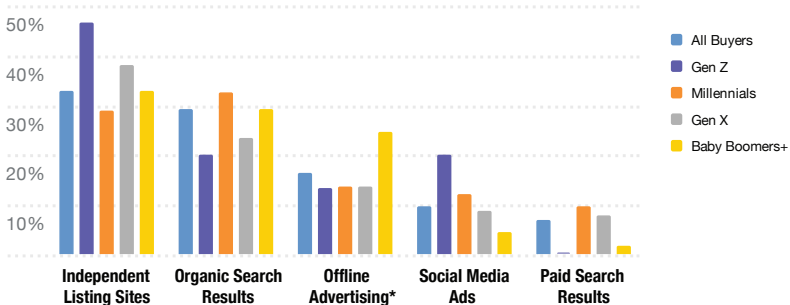


FIG 3: The influence and effectiveness of various marketing channels in drawing buyers to builder websites. These are primarily digital methods which are commonly used by home builders. *Offline advertising (such as print, TV, radio, etc.) is very broad category and cannot be compared accurately with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

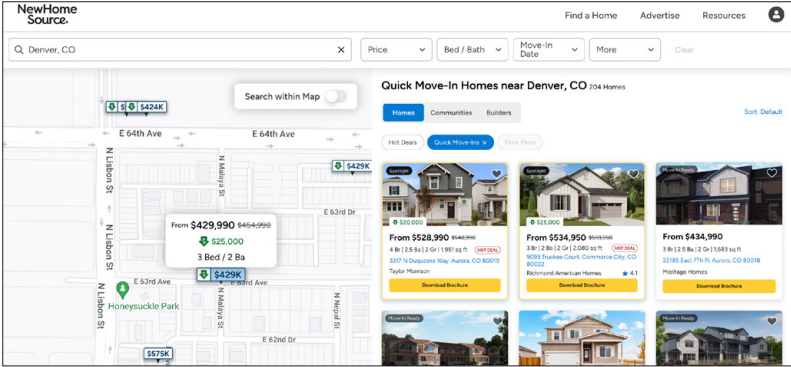
FIG 4:

Most Influential Marketing Channel when Researching Home Builder Websites:

(Percent of buyers that stated channel was most influential)



INDEPENDENT LISTING WEBSITES



LISTING WEBSITES such as NewHomeSource, 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, brochures, etc. Listing websites are portals through which visitors are introduced to builders and their homes.

FIG 5:

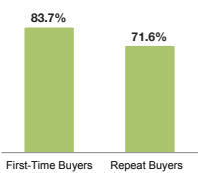
Influence of Independent Listing Sites in Attracting Buyers to Home Builder Websites:

(Percent of buyers that were influenced)

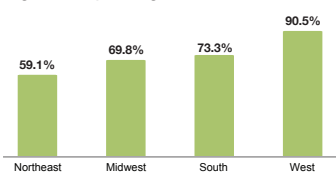
Segmented by Purchase Price



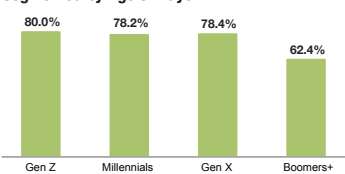
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



Segmented by Age of Buyer



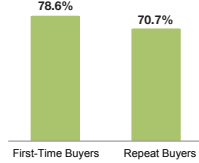
Influence of Organic Search Results in Attracting Buyers to Home Builder Websites:

(Percent of buyers that were influenced)

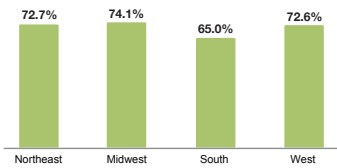
Segmented by Purchase Price



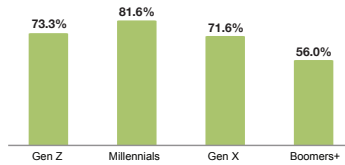
Segmented by 1st-Time / Repeat Buyer



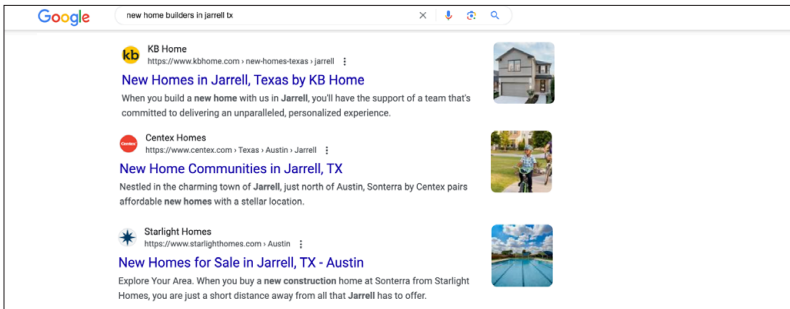
Segmented by US Region



Segmented by Age of Buyer



ORGANIC SEARCH RESULTS

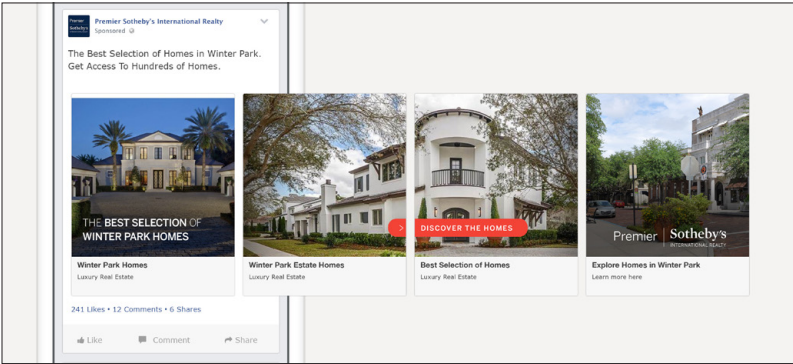


ORGANIC SEARCH: Organic search results display websites served by search engines such as Google and Bing based on the relevancy of their content to the search criteria entered.

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

As AI and voice search increase, organic ranking becomes even more important for builders.

SOCIAL MEDIA ADVERTISEMENTS



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

FIG 7:

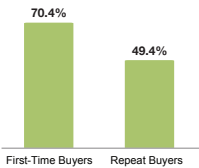
Influence of Social Media Advertisements in Attracting Buyers to Home Builder Websites:

(Percent of buyers that were influenced)

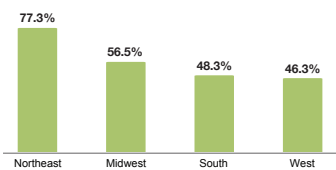
Segmented by Purchase Price



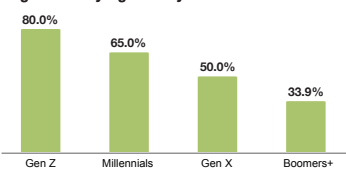
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



Segmented by Age of Buyer



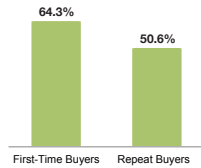
Influence of Paid Search Results in Attracting Buyers to Home Builder Websites:

(Percent of buyers that were influenced)

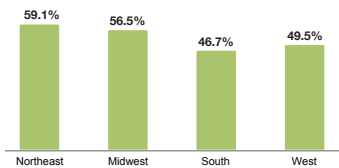
Segmented by Purchase Price



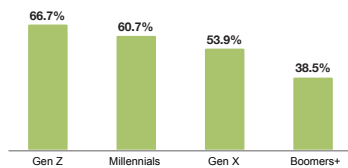
Segmented by 1st-Time / Repeat Buyer



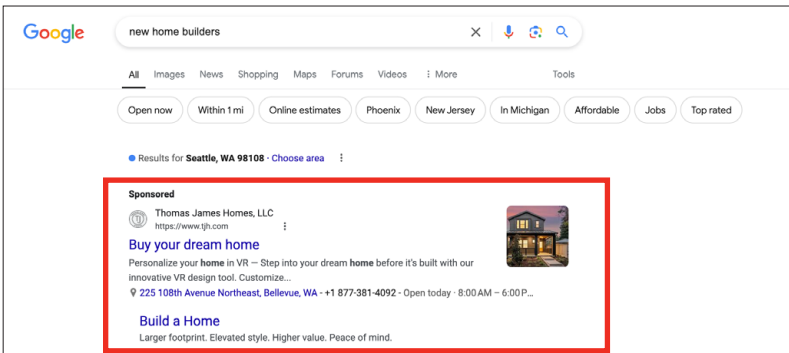
Segmented by US Region



Segmented by Age of Buyer



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 website show up at the top of search results.

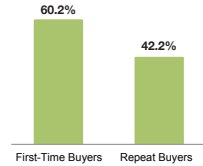
Influence of Digital Banner Advertisements in Attracting Buyers to Home Builder Websites:

(Percent of buyers that were influenced)

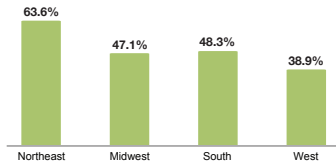
Segmented by Purchase Price



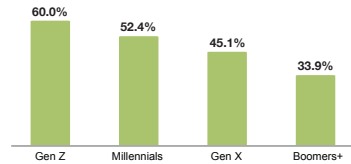
Segmented by 1st-Time / Repeat Buyer



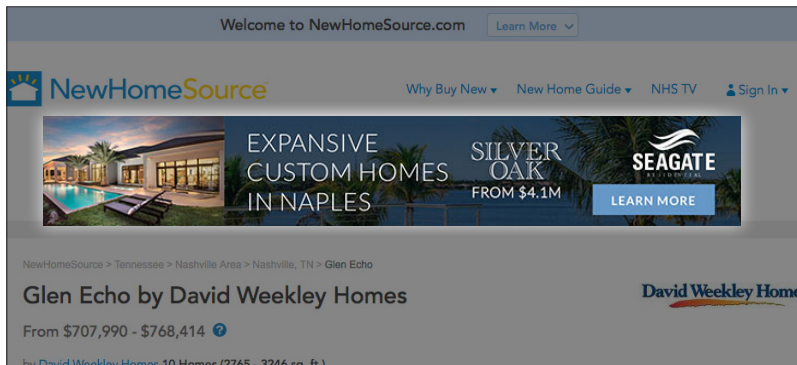
Segmented by US Region



Segmented by Age of Buyer



DIGITAL BANNER ADVERTISEMENTS



DIGITAL 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 website or digital marketing.

DIGITAL TOOLS THAT INFLUENCE BUYERS DURING THE RESEARCH PHASE

It is estimated that between 1-3% of website visitors engage on a home builder website 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 website 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 visitors spends on a builder's website, 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 website 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 website tools and tell us which one(s) they considered important during their new home research.

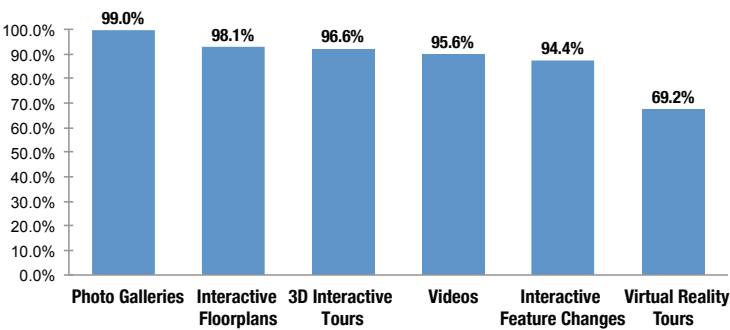
The six tools included:

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

FIG 10:

Items Considered Important when Researching Home Builder Websites:

(Percent of buyers that considered item important)

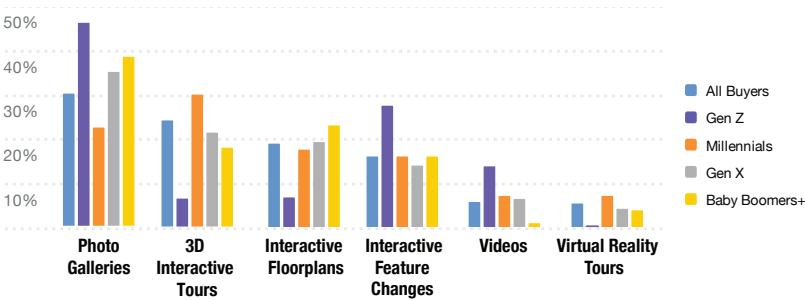


Most of these tools were considered important by buyers during the research phase of the home buying process.

FIG 11:

Most Important Items to Buyers when Researching Home Builder Websites:

(Percent of buyers that stated item was most important)



While customers highly appreciate photo galleries; 3D tours, interactive floorplans and customizable features changers (cabinets, paint options, etc.), can keep them more engaged. Customers value their time more than ever and these tools help them visualize their home. They are better prepared on their first visit and leads to a more efficient sales process.

PHOTO GALLERIES

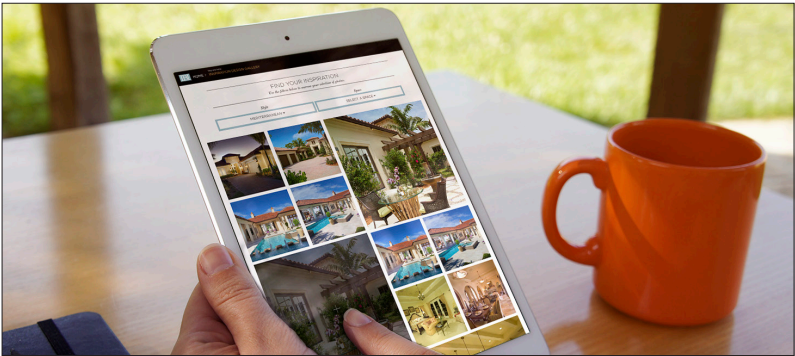


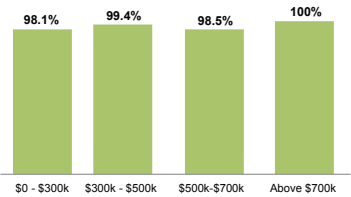
PHOTO GALLERIES: Builder photography should be of the highest quality and include multiple perspectives that invite buyers to learn more.

FIG 12:

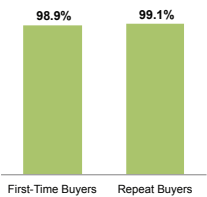
Importance of Photo Galleries when Researching Home Builder Websites:

(Percent of buyers that considered item important)

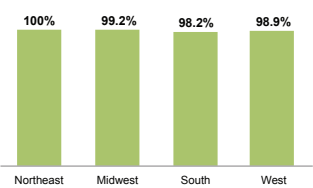
Segmented by Purchase Price



Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



Segmented by Age of Buyer

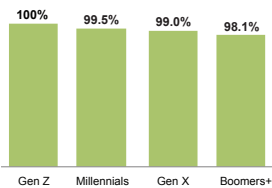
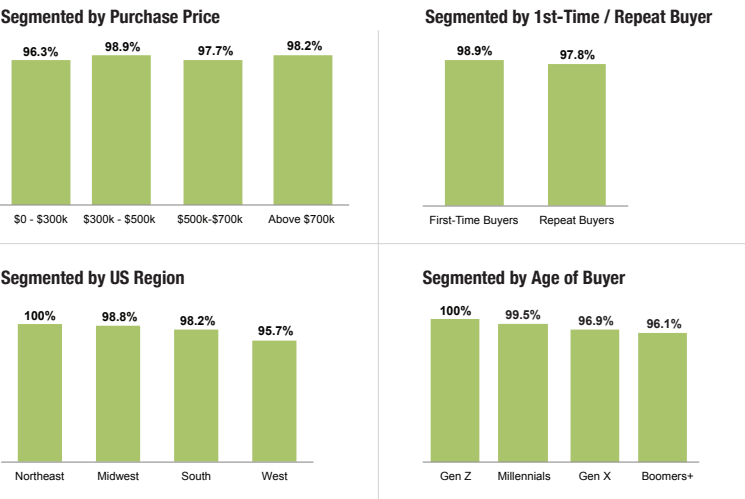


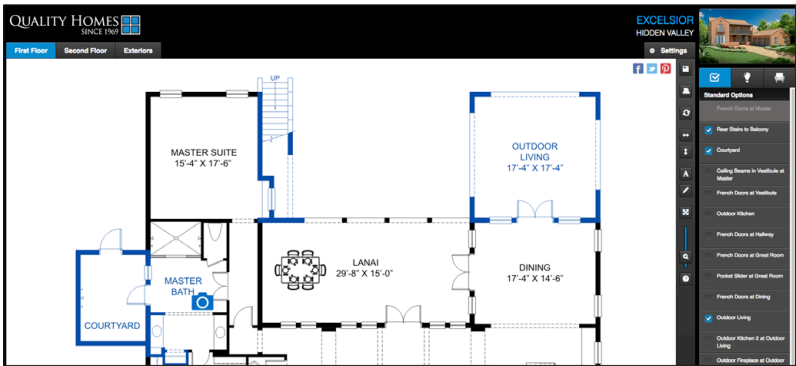
FIG 13:

Importance of Interactive Floor Plans when Researching Home Builder Websites:

(Percent of buyers that considered item important)

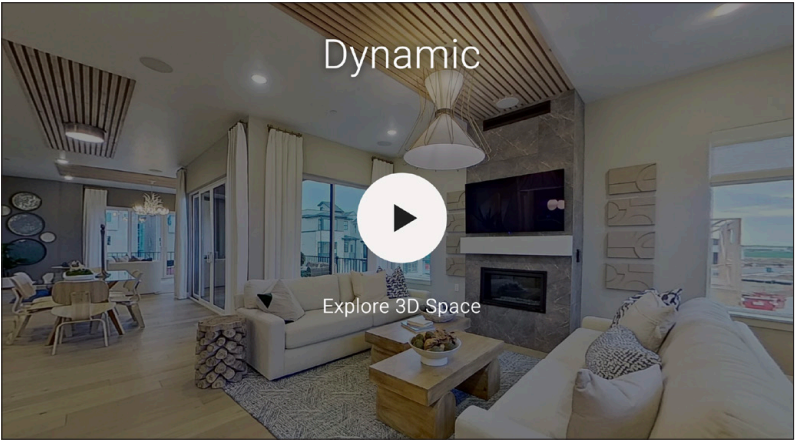


INTERACTIVE FLOOR PLANS



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.

3D INTERACTIVE TOURS



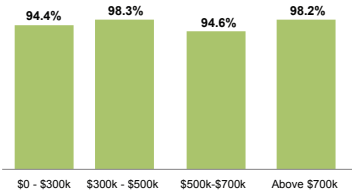
3D INTERACTIVE TOURS: These are website tours controlled by the user. The user has the ability to navigate from room to room and look around 360 degrees, as if they were inside the home.

FIG 14:

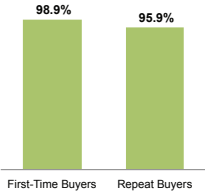
Importance of 3D Interactive Tours when Researching Home Builder Websites:

(Percent of buyers that considered item important)

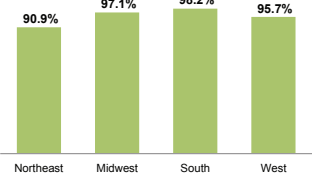
Segmented by Purchase Price



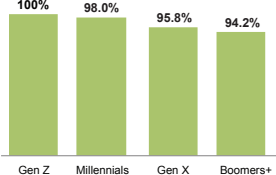
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region

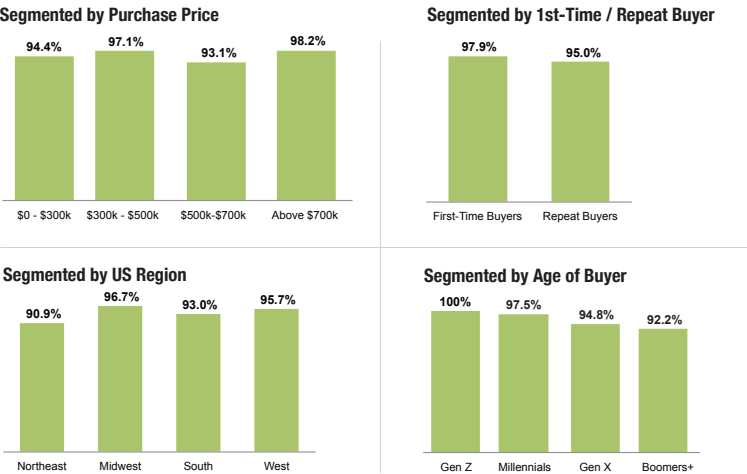


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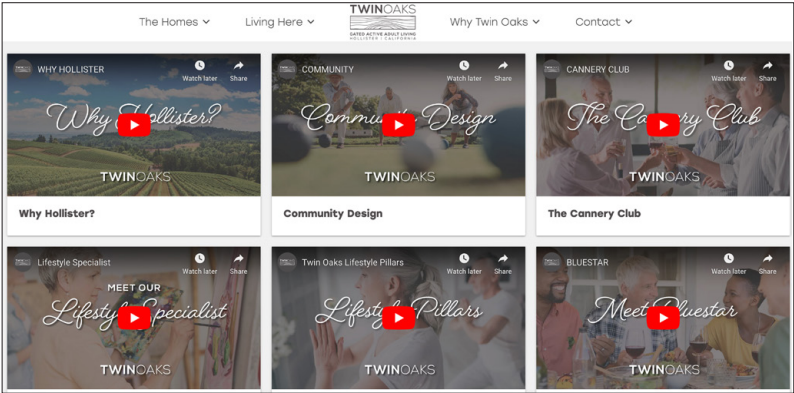


Importance of Videos when Researching Home Builder Websites:

(Percent of buyers that considered item important)



VIDEOS



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

INTERACTIVE FEATURE CHANGES



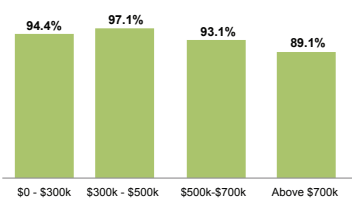
INTERACTIVE FEATURE CHANGES: Current technology allows home shoppers to customize features of the home such as kitchen/room configurations and see high-quality renderings of their changes before committing to purchase.

FIG 16:

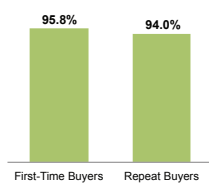
Importance of Interactive Feature Changes when Researching Home Builder Websites:

(Percent of buyers that considered item important)

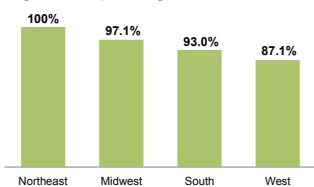
Segmented by Purchase Price



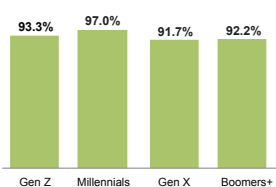
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



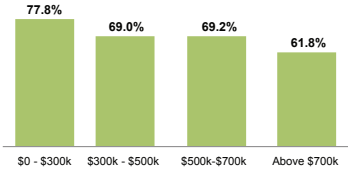
Segmented by Age of Buyer



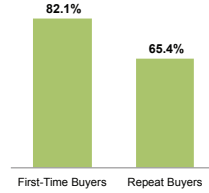
Importance of Virtual Reality Tours when Researching Home Builder Websites:

(Percent of buyers that considered item important)

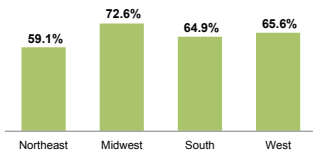
Segmented by Purchase Price



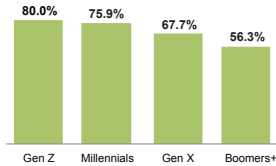
Segmented by 1st-Time / Repeat Buyer



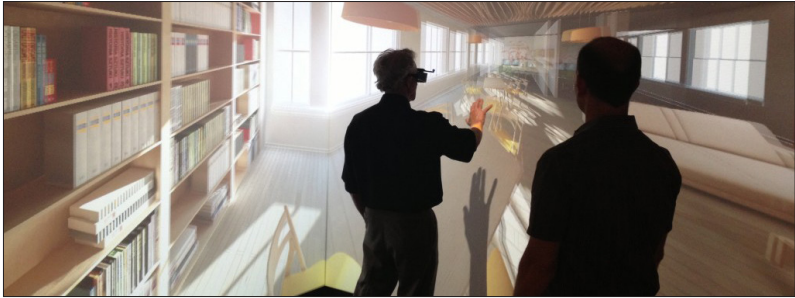
Segmented by US Region



Segmented by Age of Buyer



VIRTUAL REALITY TOURS



VIRTUAL REALITY TOURS: Technology continues to evolve for builders to create versions of their homes and models for prospects to tour, without them leaving their own homes. Google Cardboard is available to anyone with a smartphone, while tools like Meta Quest and HTC Vive provide state-of-the-art Virtual Reality sophistication.

2. Tools for engaging buyers

ENGAGING AND ANALYZING



WHEN POSITIONED AS THE HUB OF A BUILDER'S FUNNEL, the website 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 website 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 website are also at different stages of the process. The tools that attract them to your website (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 website 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.

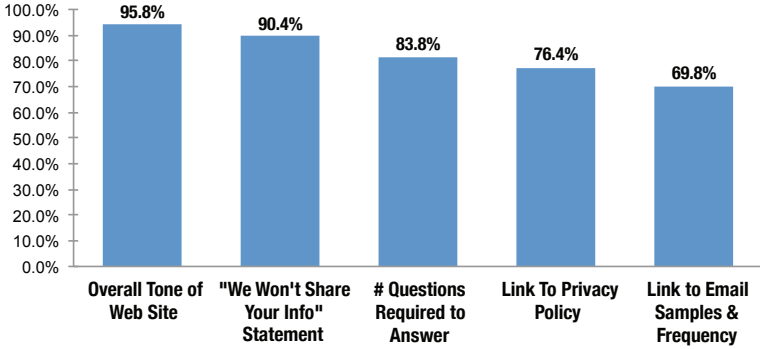
Because of this, it is essential for builders to be aware of the Sales Funnel and where their prospects are within it. Once this is done, they can select the appropriate tools to build a lasting customer experience for prospective buyers, wherever they are in the process, whether online or on-site.

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)

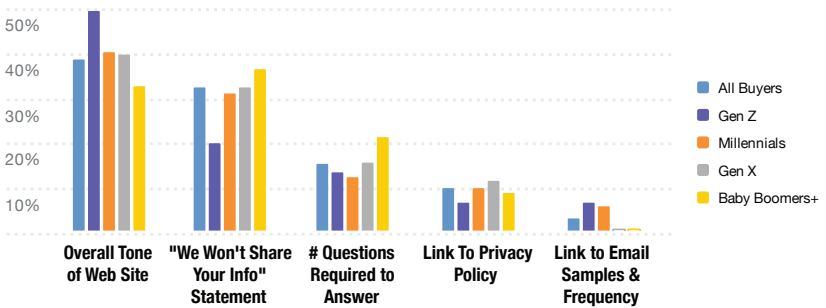


Many of the above items are considered "best practices" for creating forms that capture lead information from a website visitor, and all are worthy of inclusion to optimize conversion. Building trust with customers starts early and begins with the builder website.

FIG 19:

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

(Percent of buyers that stated item was most influential)



Although most buyers consider the website 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.

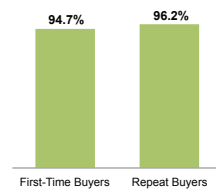
Influence of Website Tone on Buyers' Decision to Share Contact Info with Home Builders:

(Percent of buyers that are influenced)

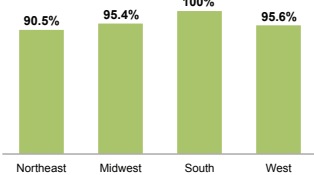
Segmented by Purchase Price



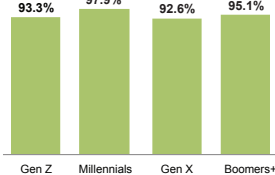
Segmented by 1st-Time / Repeat Buyer



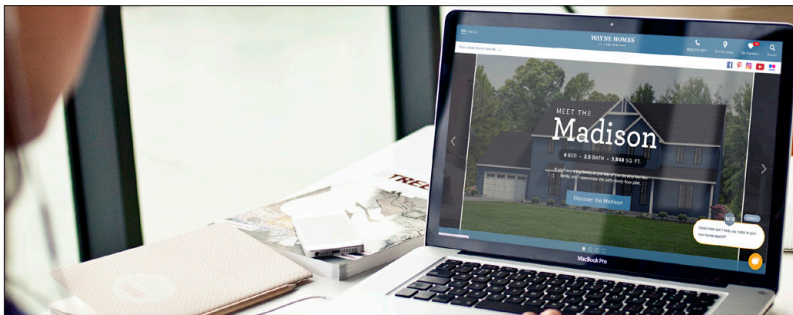
Segmented by US Region



Segmented by Age of Buyer

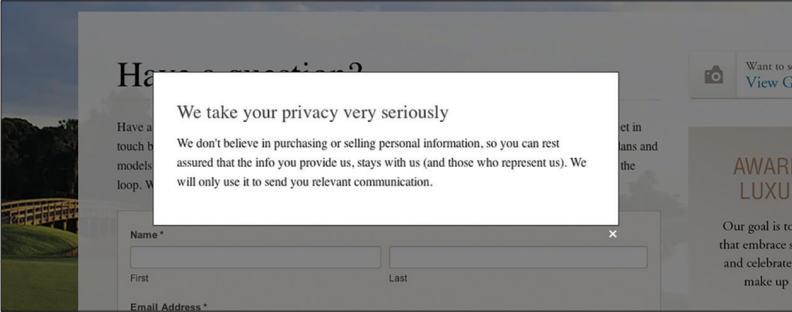


OVERALL TONE OF WEBSITE



OVERALL TONE OF WEBSITE: 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

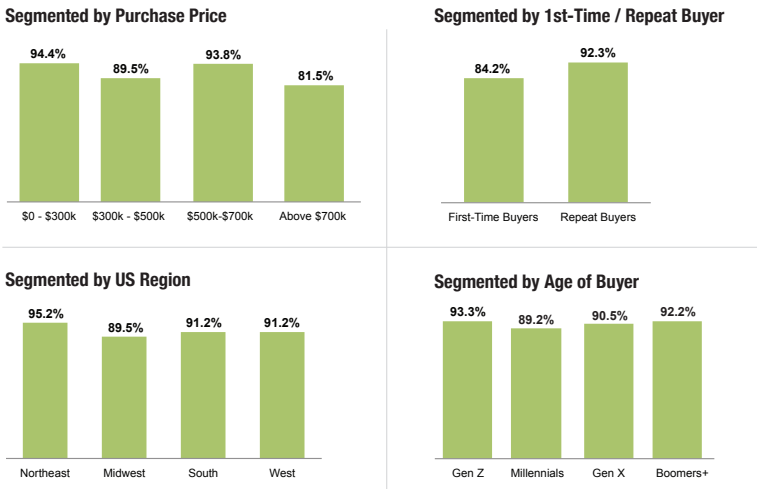


“WE WON’T SHARE”: A builder’s commitment to data privacy continues to be very influential in a prospect’s decision about whether or not to share their contact information.

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)



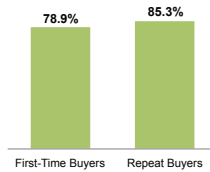
Influence of Form Length on Buyers' Decision to Share Contact Info with Home Builders:

(Percent of buyers that are influenced)

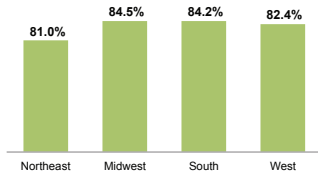
Segmented by Purchase Price



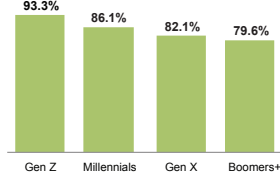
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



Segmented by Age of Buyer



NUMBER OF QUESTIONS REQUIRED ON FORM

Become a VIP to Get Special Offers & Updates.

First name*

Last name*

Email Address**

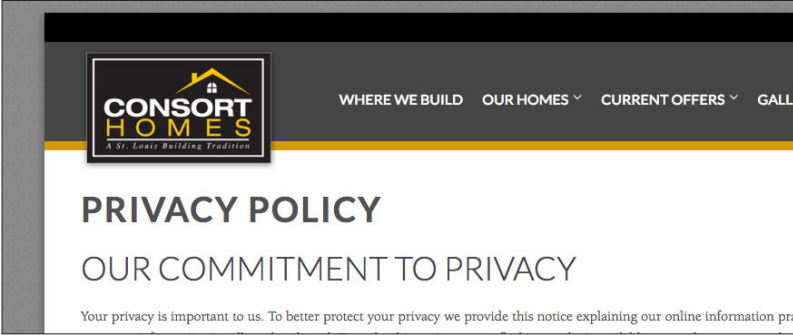
☒ Email me about new plans and promotions

[See Samples and Frequency](#)

[Become a VIP](#)

NUMBER OF QUESTIONS REQUIRED: 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:

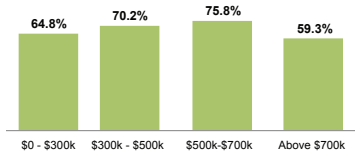
(Percent of buyers that are influenced)



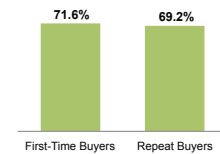
Influence of Link to Email Samples/Frequency on Buyers' Decision to Share Contact Info with Home Builders:

(Percent of buyers that are influenced)

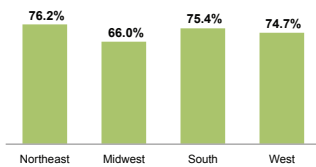
Segmented by Purchase Price



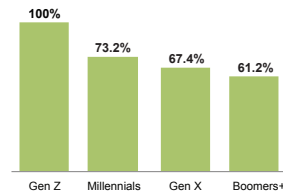
Segmented by 1st Time / Repeat Buyer



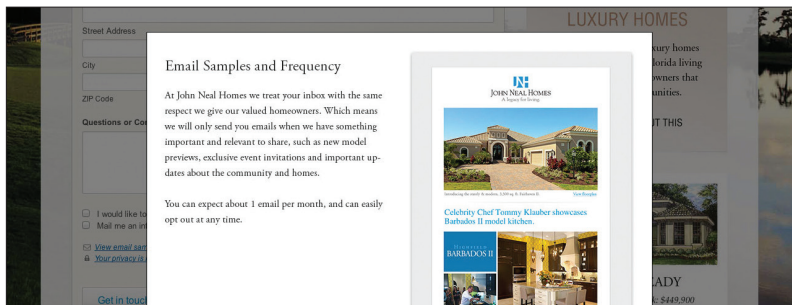
Segmented by US Region



Segmented by Age of Buyer



LINK TO EMAIL SAMPLES AND FREQUENCY



LINK TO EMAIL EXAMPLES: 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 websites, 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 website.

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

FIG 25:

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

(Percent of buyers that are likely)

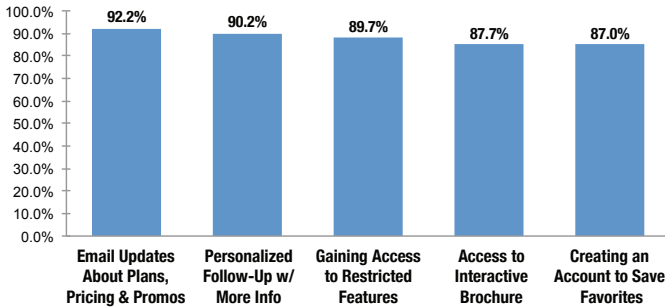
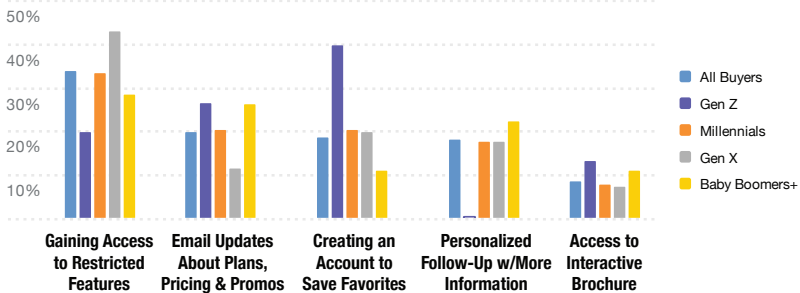


FIG 26:


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

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



When creating a lead conversion point on a website, 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



Learn More About This Neighborhood

Receive updates like new videos and availability on this community.

First name*

Last name*

Email*

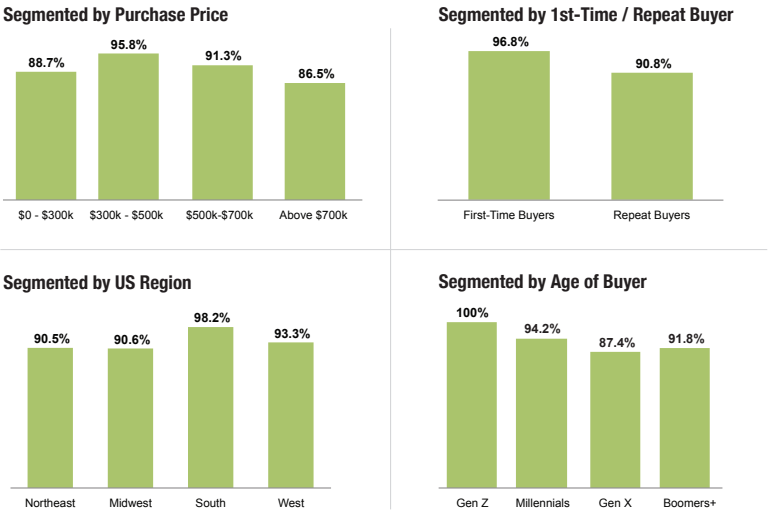
Email address to receive our communications

EMAIL UPDATES: 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)



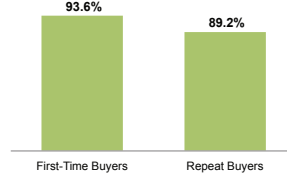
Likelihood that Buyers Will Provide Their Contact Info in Exchange for Personalized Follow Up:

(Percent of buyers that are likely)

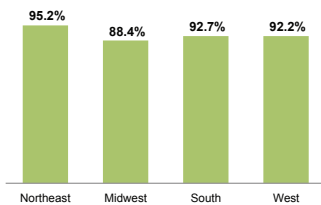
Segmented by Purchase Price



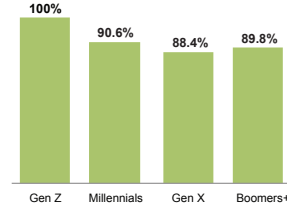
Segmented by 1st-Time / Repeat Buyer



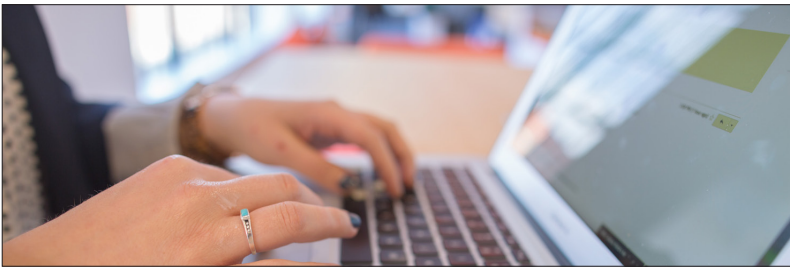
Segmented by US Region



Segmented by Age of Buyer

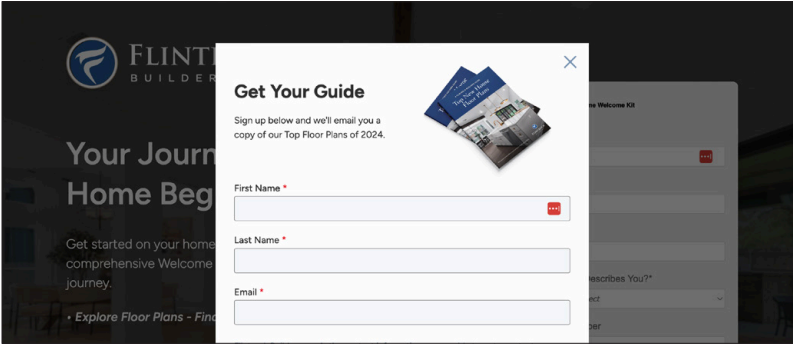


PERSONALIZED FOLLOW UP FROM A SALES AGENT WITH MORE INFORMATION



PERSONALIZED FOLLOW-UP: 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 website, but isn't the most valued lead conversion point by home buyers.

ACCESS TO RESTRICTED CONTENT



ACCESS TO RESTRICTED CONTENT: Giving buyers access to restricted content on a website 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.

FIG 29:

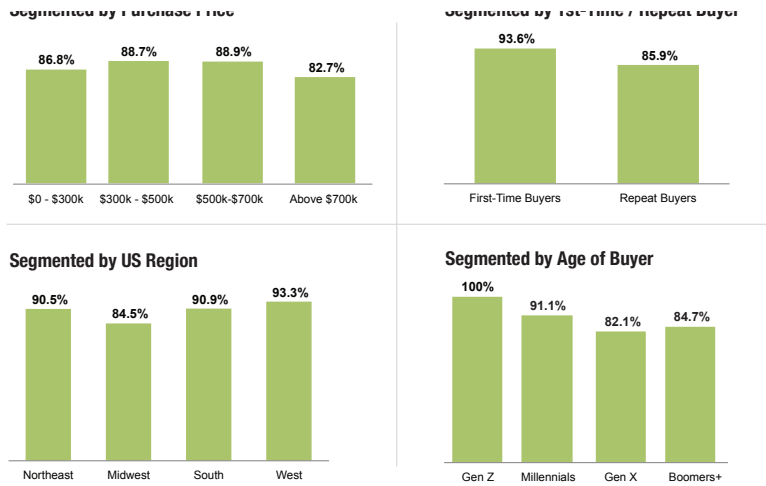
Likelihood that Buyers Will Provide Their Contact Info in Exchange for Instant Access to Restricted Features:

(Percent of buyers that are likely)



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

(Percent of buyers that are likely)

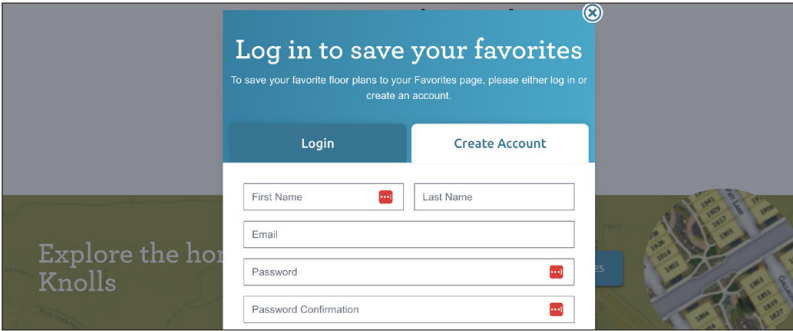


ACCESS TO INTERACTIVE BROCHURE



ACCESS TO INTERACTIVE BROCHURES: 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.

CREATING AN ACCOUNT FOR SAVING FAVORITES

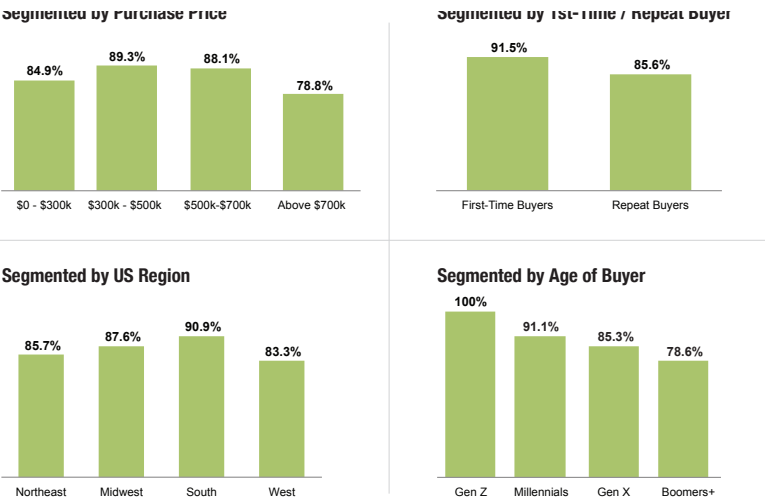


ACCESS TO PERSONALIZED CONTENT: Data shows that prospects are likely to provide contact information in order to create an account to save favorites (e.g. favorite homes, customized rooms/floor plans, etc.).

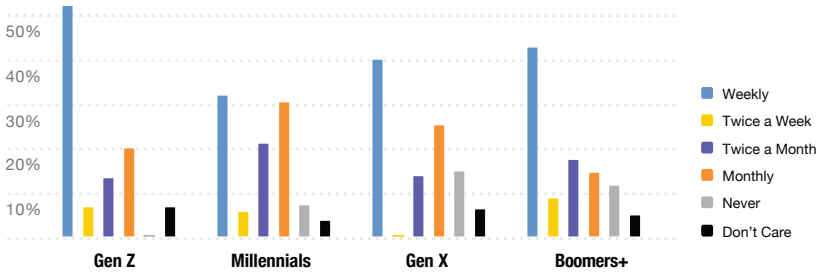
FIG 31:

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

(Percent of buyers that are likely)

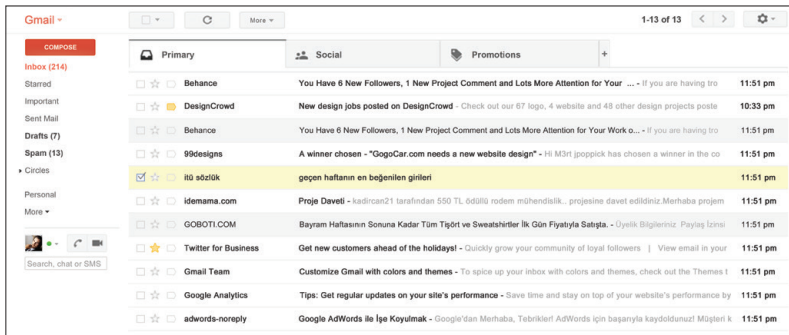


Preferences on Frequency of Relevant Email Updates by Age of Buyer:



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. Over half of customers expect weekly email updates, with bi-weekly a minimum. All age demographics prefer frequent, up-to-date information.

FREQUENCY OF EMAIL UPDATES



PREFERRED METHOD FOR REQUESTING MORE INFORMATION

Buyers engage with a home builder through the builder's website 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 website. Respondents provided feedback on the following six methods of contact:

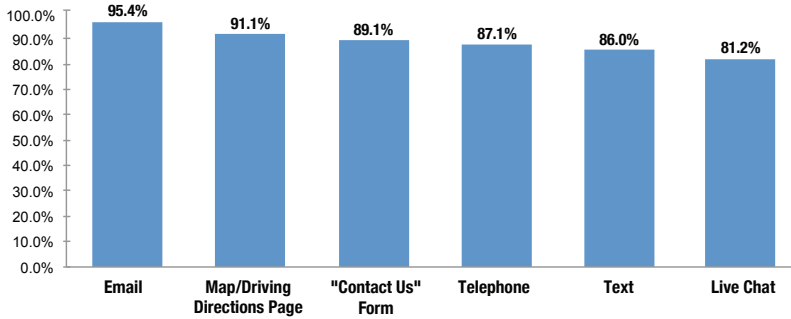
- Email
- Map and driving directions to a specific location
- "Contact Us" form
- Telephone
- Text
- Live Chat

By identifying the preferred methods of contact for each home buyer category including geographical region, age of buyer, purchase price and product type, home builders can optimize the online experience based on their specific audience to achieve a higher conversion of visitors to prospects.

FIG 33:

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

(Percent of buyers that are likely to use method)

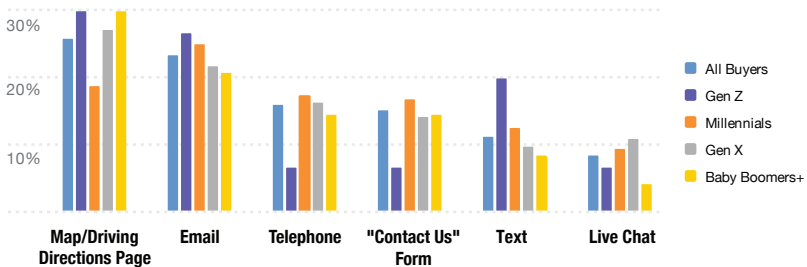


There are many ways for a buyer to take the next step and convert to a lead on a builder's website. This data shows how likely a buyer might be to use each of the most common touchpoints.

FIG 34:

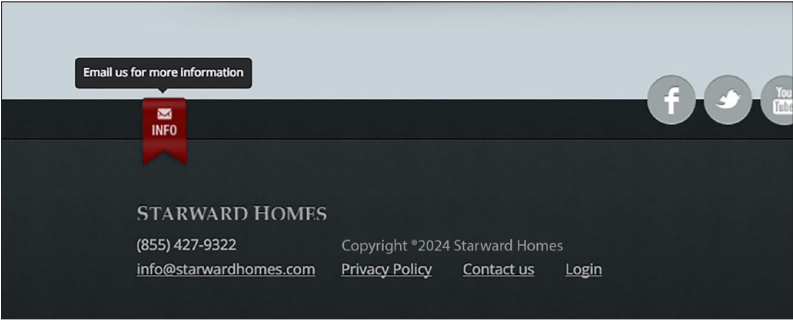
Method Home Buyers are **Most Likely** to use for Initial Contact when Visiting Builder Websites:

(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

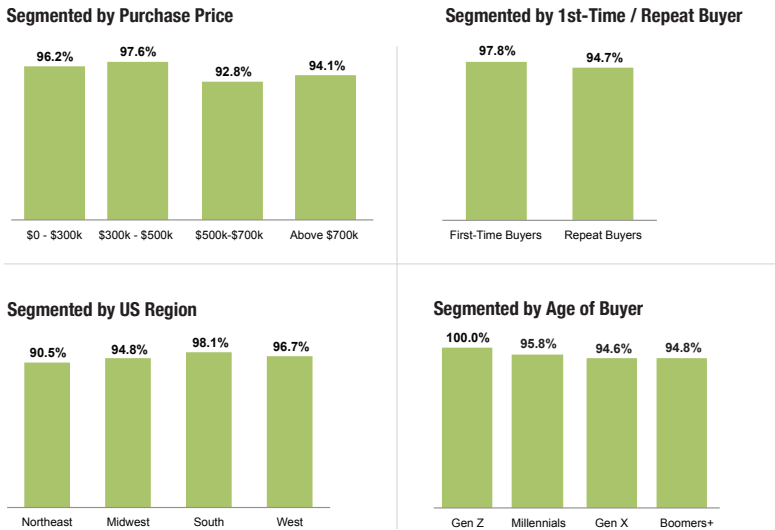


EMAIL: Email is a fast, convenient way for prospects to get in touch with a builder. Although somewhat more difficult to track and qualify, email can be a top source of lead generation for builders.

FIG 35:

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

(Percent of buyers that are likely)



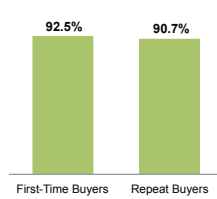
Buyers Likely to Use Map/Directions Page as Method of Getting More Information when Visiting Builder Websites:

(Percent of buyers that are likely)

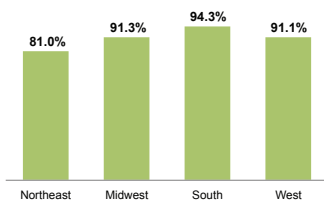
Segmented by Purchase Price



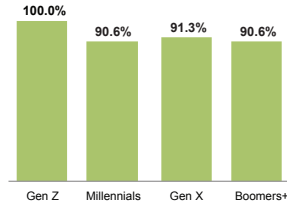
Segmented by 1st-Time / Repeat Buyer



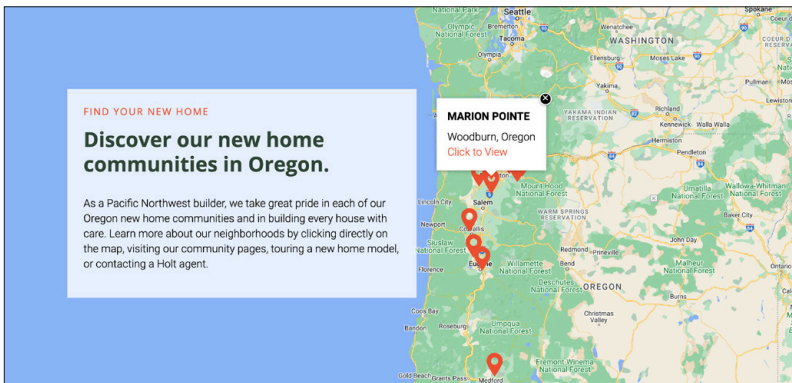
Segmented by US Region



Segmented by Age of Buyer



MAP/DIRECTIONS PAGE



MAP/DIRECTIONS PAGE: 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 website is critical for driving traffic, and is especially important for mobile users.

“CONTACT US” FORM

I'M INTERESTED!

Let's talk about your new home!

Contact us today using the form below or call us at 971-299-2799.

First name*

Last name*

Email*

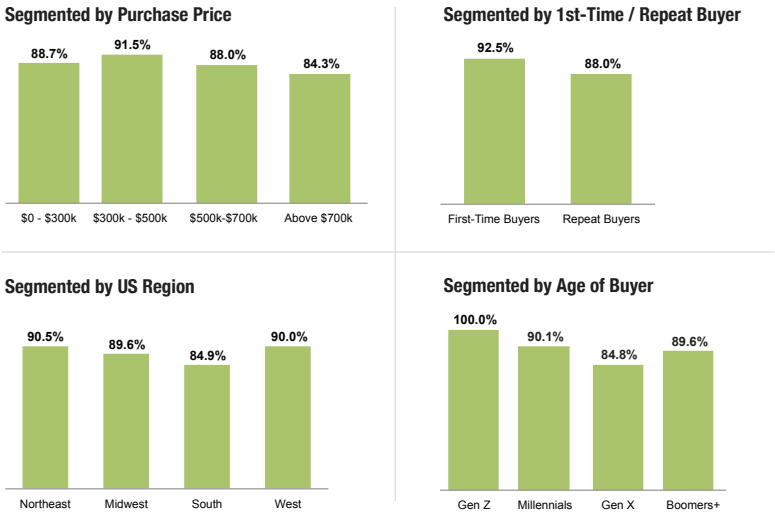
Phone number

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

FIG 37:

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

(Percent of buyers that are likely)



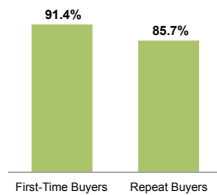
Buyers Likely to Use Telephone as Method of Getting More Information when Visiting Builder Websites:

(Percent of buyers that are likely)

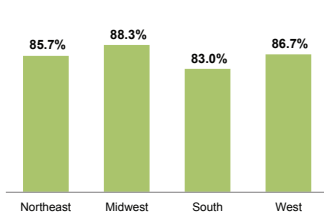
Segmented by Purchase Price



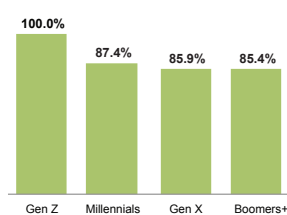
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



Segmented by Age of Buyer



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 website are missing key conversion opportunities. This is especially important for mobile users.

TEXT

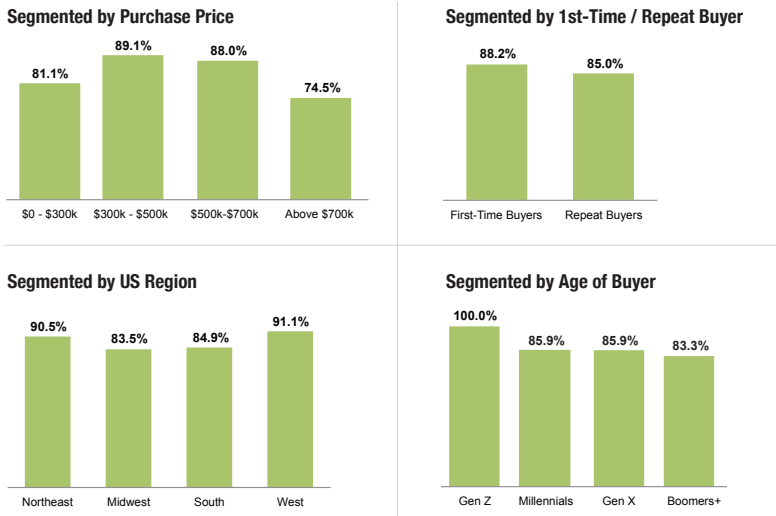


TEXT: Some prospects prefer text as a quick and direct way to gather information. It feels personal, but allows them to stay in control of the conversation.

FIG 39: —————

Buyers Likely to Use Text as Method of Getting More Information when Visiting Builder Websites:

(Percent of buyers that are likely)



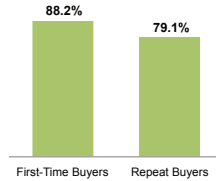
Buyers Likely to Use Live Chat as Method of Getting More Information when Visiting Builder Websites:

(Percent of buyers that are likely)

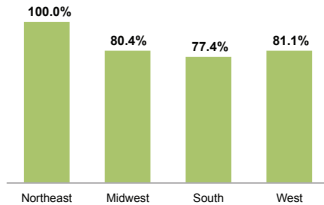
Segmented by Purchase Price



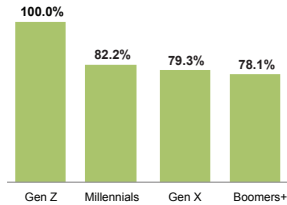
Segmented by 1st-Time / Repeat Buyer



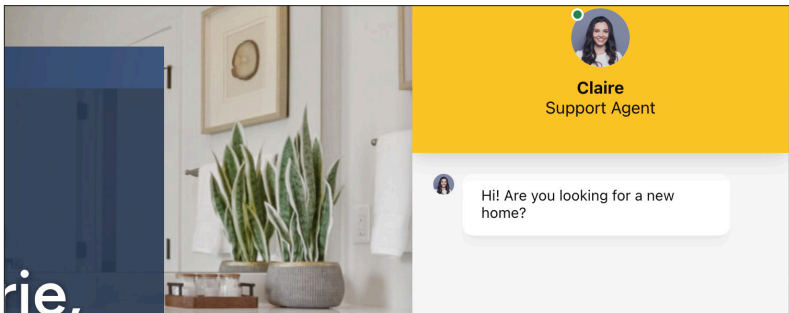
Segmented by US Region



Segmented by Age of Buyer



LIVE CHAT



LIVE CHAT: 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.

3. Tools for nurturing buyers

DIGITAL TOOLS FOR NURTURING LEADS

The highest level of conversion online is a website 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.

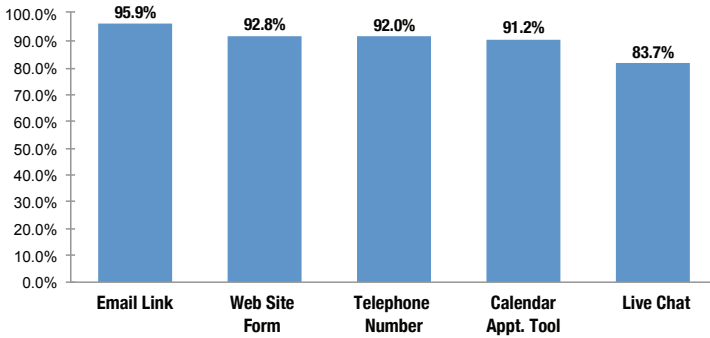


THE NURTURE PHASE: One of the most important components of the sales funnel for building trust, the nurture phase consists of many tools for converting leads to appointments. This is typically the longest phase of the buying cycle, with many potential interactions.

FIG 41:

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

(Percent of buyers that are likely to use method)

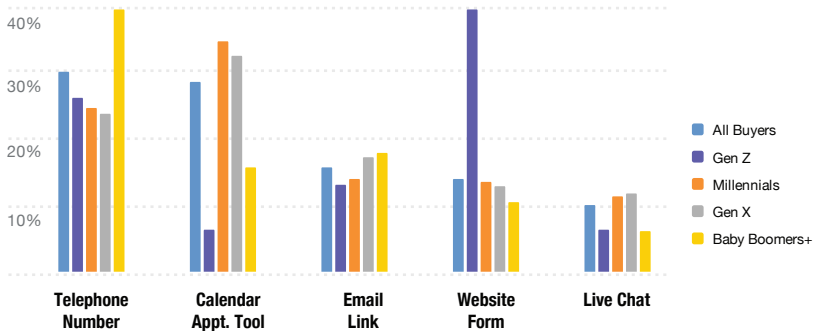


Survey participants were asked to provide feedback on whether they were likely to use the above methods to schedule an on-site appointment from a builder's website.

FIG 42:

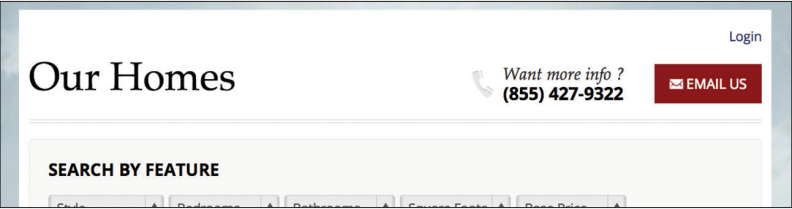
Method Home Buyers Are **Most Likely** to Use for Scheduling Sales Visit from Builder Website:

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



Once ready to schedule an on-site visit, customers shift gears and become very direct. "Personal channels" like phone calls and calendar appointment tools are most likely to be used by 50% of prospects. Boomers are much more inclined to schedule by calling, while other age demographics lean toward online tools.

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.

FIG 43:

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

(Percent of buyers that are likely)



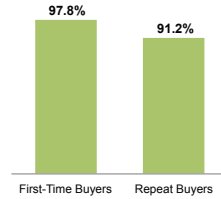
Buyers that are Likely to Use a Website Form as Method of Scheduling Sales Visit from Builder Website:

(Percent of buyers that are likely)

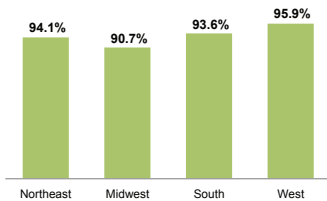
Segmented by Purchase Price



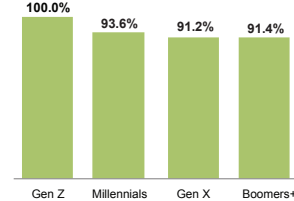
Segmented by 1st-Time / Repeat Buyer



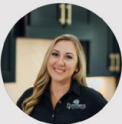
Segmented by US Region



Segmented by Age of Buyer



WEBSITE FORM



Schedule a visit

Home Office

Office Number: 254-393-1412
Address: 800 Kennedy Ct. Belton, TX 76513

Warranty

Department Number: 254-449-1604

Accounting/Accounts Receivable

Department Number: 254-393-1412

Land Development

Department Number: 254-978-7657

First name*

Last name*

Email*

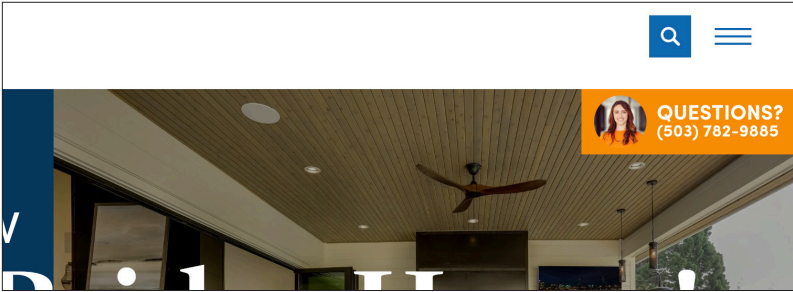
Phone number*

Community of Interest*

- ☐ Bella Chancia
- ☐ College Park Townhomes
- ☐ Daniel's Mountain
- ☐ Eastern Wells
- ☐ Freedom Ranch Single Family
- ☐ King Oaks
- ☐ Mesa Ridge
- ☐ Oak Ridge
- ☐ Reynolds Crossing

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

TELEPHONE NUMBER

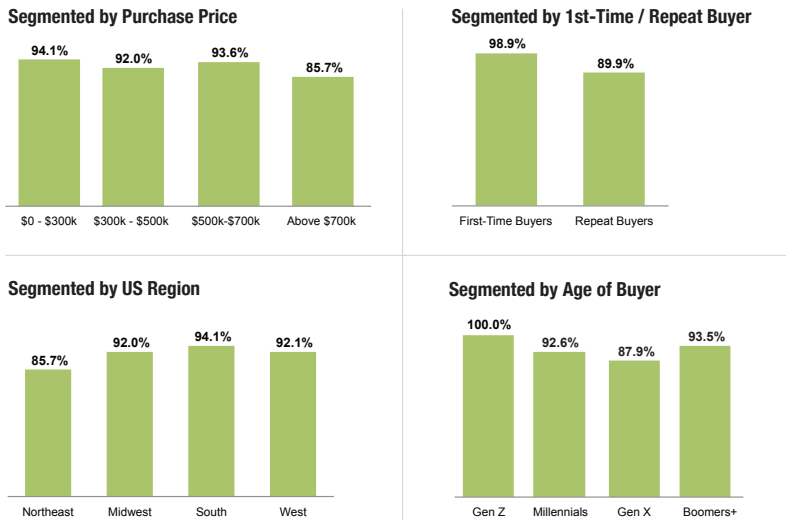


TELEPHONE NUMBER: With all the technological advancements, buyers are still likely to pick up the phone and call a builder to schedule an on-site appointment, especially Boomers.

FIG 45:

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

(Percent of buyers that are likely)



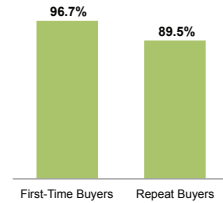
Buyers that are Likely to Use Calendar Appointment Tool as Method of Scheduling a Sales Visit from Builder Website:

(Percent of buyers that are likely)

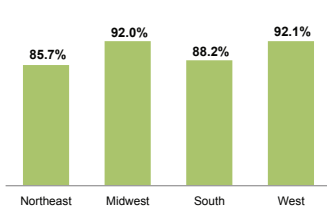
Segmented by Purchase Price



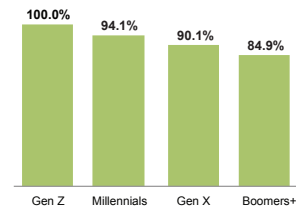
Segmented by 1st-Time / Repeat Buyer




Segmented by US Region



Segmented by Age of Buyer



CALENDAR APPOINTMENT TOOL



Meet with Paul Gortzig

< September 2024 >

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21

How long do you need?

☐ 15 mins
 ☐ 30 mins
 ☐ 1 hour

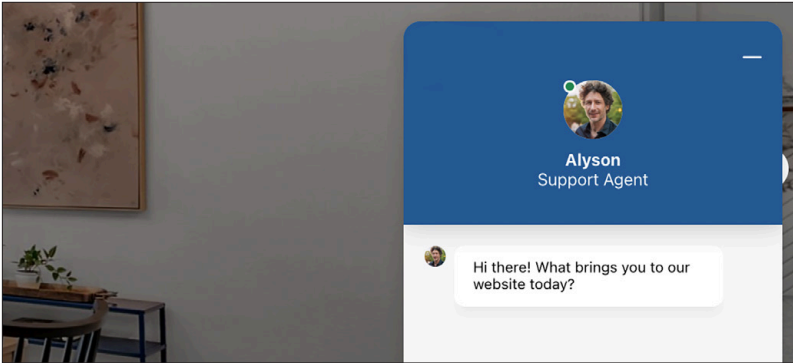
What time works best?

Showing times for **September 20, 2024**

UTC -07:00 Pacific Time

ONLINE CALENDAR TOOLS: An online calendar tool allows prospects to schedule an appointment at their convenience without the back-and-forth of phone calls. It is highly efficient, gives them control and avoids potential delays associated with responses to email or web forms.

LIVE CHAT

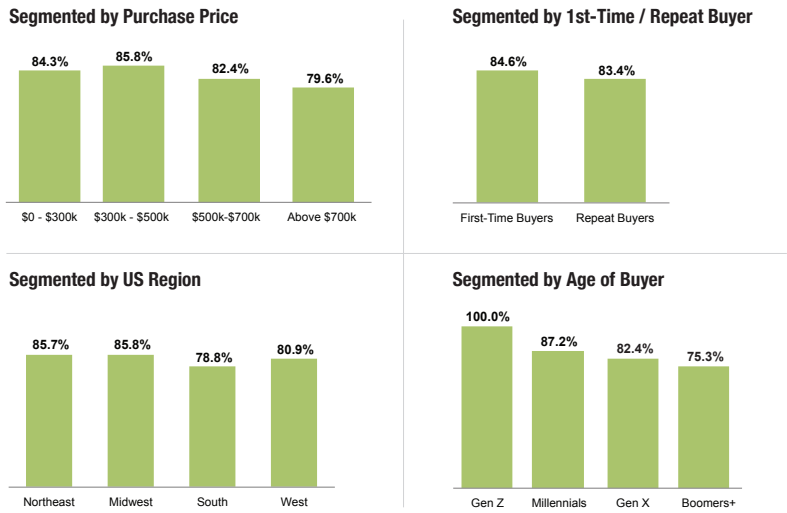


LIVE CHAT: When managed well, Live Chat can be a very powerful tool for interacting with prospects online and setting home tours in real time.

FIG 47:

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

(Percent of buyers that are likely)

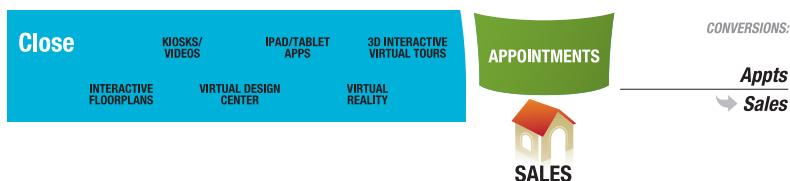


4.

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.

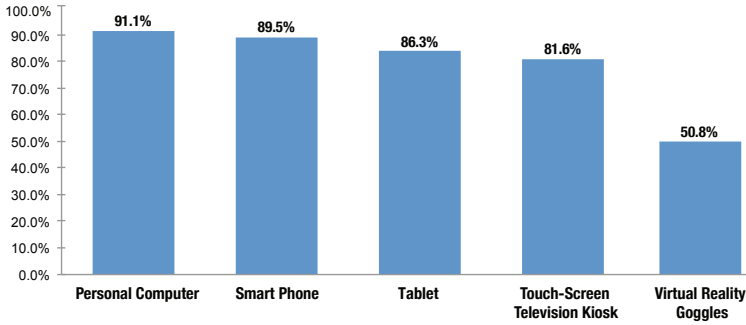


SO HOW IMPORTANT IS THE INTERACTIVE ENGAGEMENT AT THE SALES CENTER? We asked recent home buyers to consider the influence of digital interactive tools during their Sales Center visits.
Photo: Esencia Visitor Center, courtesy of Rancho Mission Viejo

FIG 48:

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

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

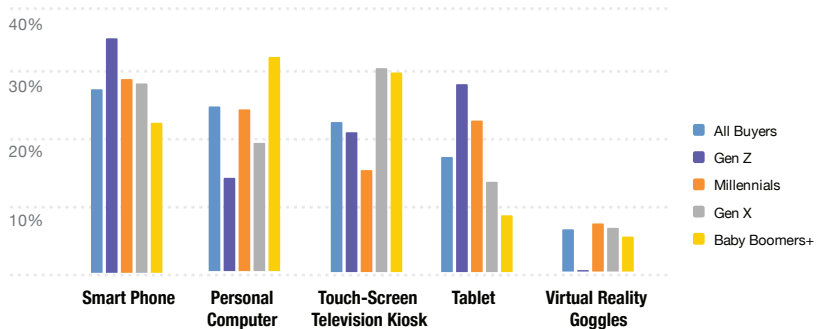


By understanding the influence of each of these tools for buyers in specific categories, home builders can invest in the appropriate sales center tools and adapt sales presentations to effectively integrate personal technology with personal consultative selling.

FIG 49:

Most Influential Device (Available at a Sales Center) 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 Gen X 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

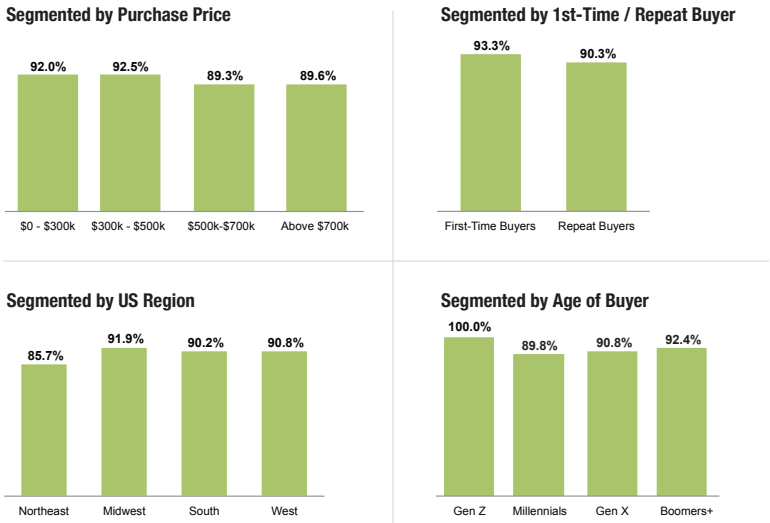


PERSONAL COMPUTER IN SALES CENTER: One of the simplest and most common devices used in sales presentations, computers easily showcase plans, photos, options, etc. at a low cost.

FIG 50: -----

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

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



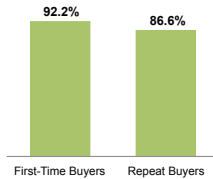
Influence of Smart Phone (Used in Sales Center) on Decision to Buy from that Particular Home Builder

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

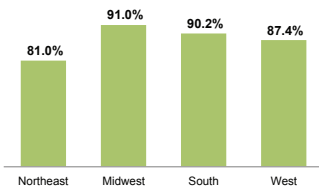
Segmented by Purchase Price



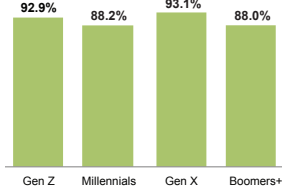
Segmented by 1st-Time / Repeat Buyer



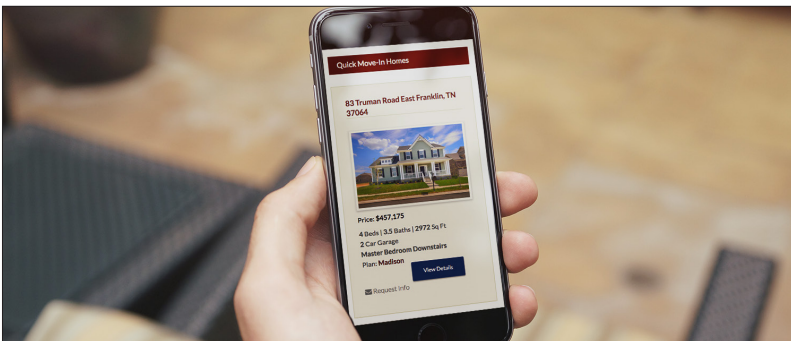
Segmented by US Region



Segmented by Age of Buyer



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.

TOUCH SCREEN TELEVISION KIOSK

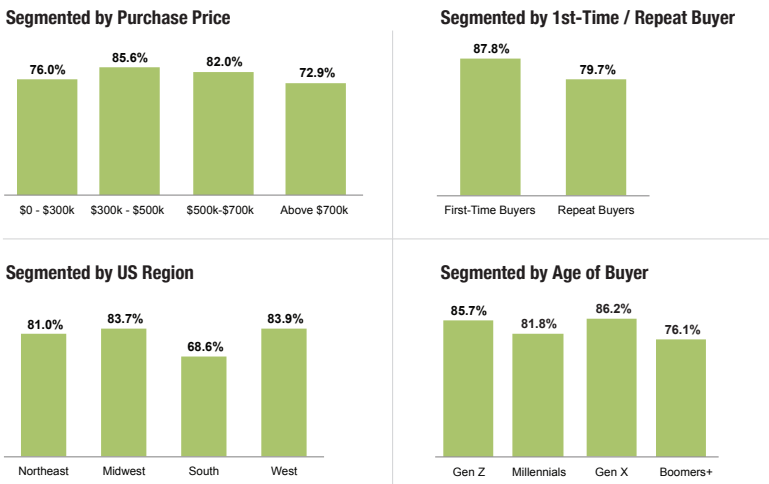


TOUCH SCREEN TELEVISION KIOSKS can be a focal point of the sales center experience, allowing the user or sales agent to explore interactive content provided by the builder.
Photo: Esencia Visitor Center, courtesy of Rancho Mission Viejo.

FIG 52:

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

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



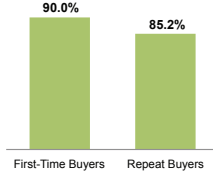
Influence of Tablet (Available at Sales Center) on Decision to Buy from that Particular Home Builder

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

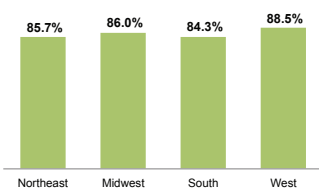
Segmented by Purchase Price



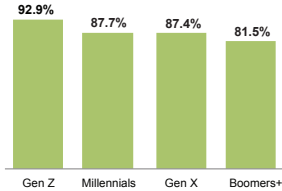
Segmented by 1st-Time / Repeat Buyer



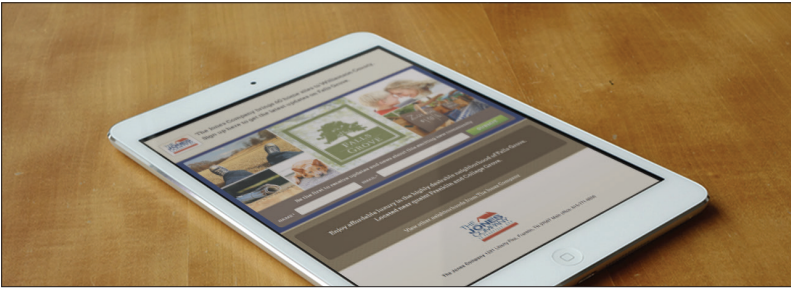
Segmented by US Region



Segmented by Age of Buyer

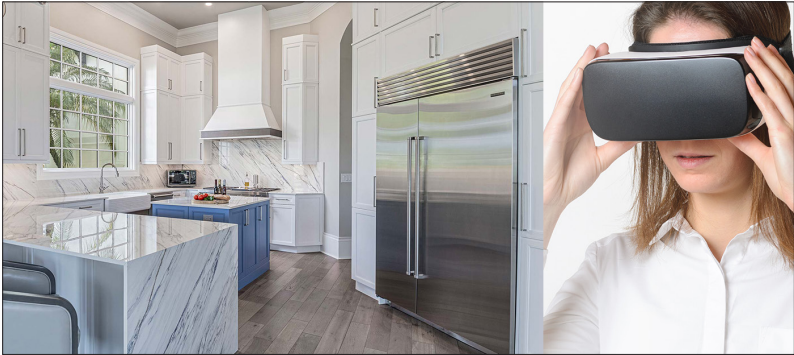


TABLET



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.

VIRTUAL REALITY GOGGLES USAGE ONSITE



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.

FIG 54: -----

Influence of Virtual Reality Goggles on Site on Decision to Buy from that Particular Home Builder

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

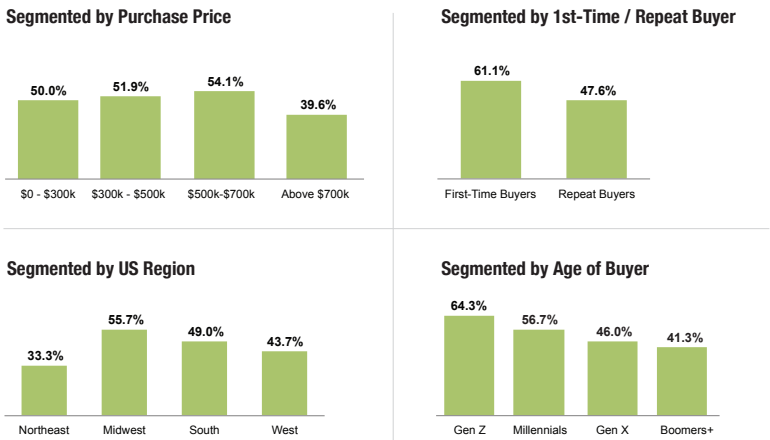
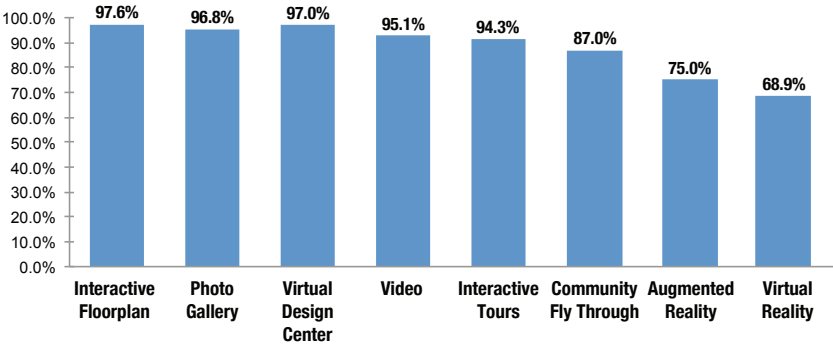


FIG 55:

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

(Percent of buyers that considered it likely to influence)

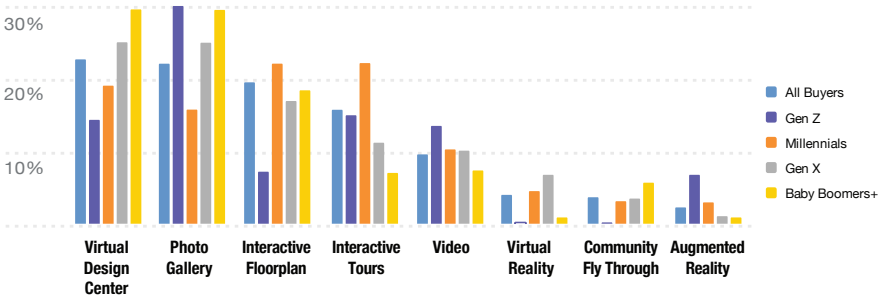


DIGITAL CONTENT: While devices play a significant role in the sales center, so does the content that is displayed on them. These are the most popular types of content and how influential they are from the home buyer's perspective.

FIG 56:

Most Influential Digital Content (Available at Sales Center) 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.

INTERACTIVE FLOOR PLANS



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

FIG 57:

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

(Percent of buyers that considered it likely to influence)



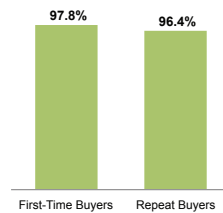
Influence of Digital Photo Gallery (Displayed at Sales Center) on Decision to Buy from that Particular Builder

(Percent of buyers that considered it likely to influence)

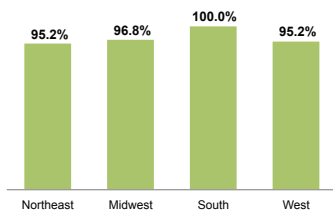
Segmented by Purchase Price



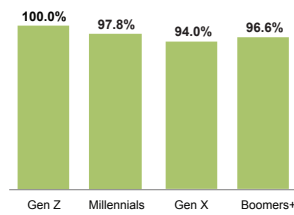
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



Segmented by Age of Buyer



DIGITAL PHOTO GALLERIES

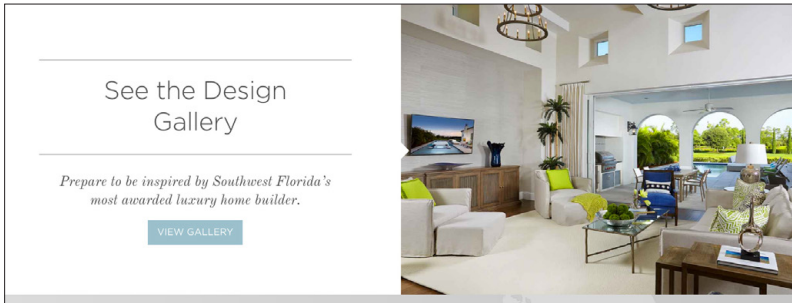
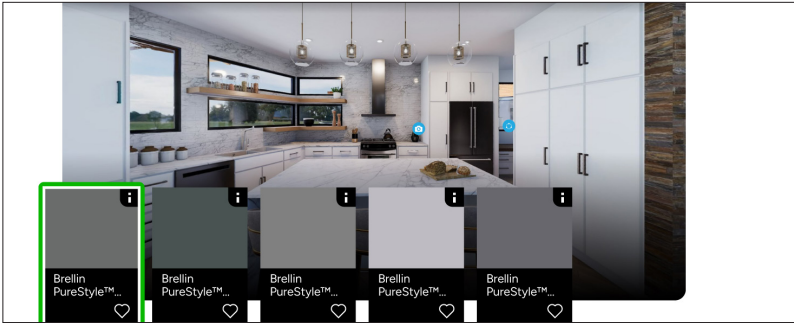


PHOTO GALLERIES are visually-oriented sales content with a very high degree of influence over home buying decisions. High-quality galleries connect buyers emotionally with homes and communities, and are one of the easiest types of content to produce.

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.

FIG 59:

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

(Percent of buyers that considered it likely to influence)



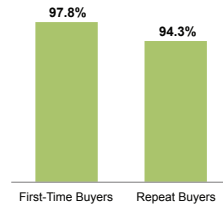
Influence of Sales Video (Displayed at Sales Center) on Decision to Buy from that Particular Builder

(Percent of buyers that considered it likely to influence)

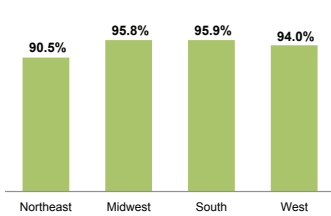
Segmented by Purchase Price



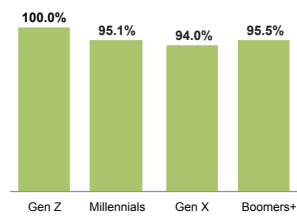
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



Segmented by Age of Buyer

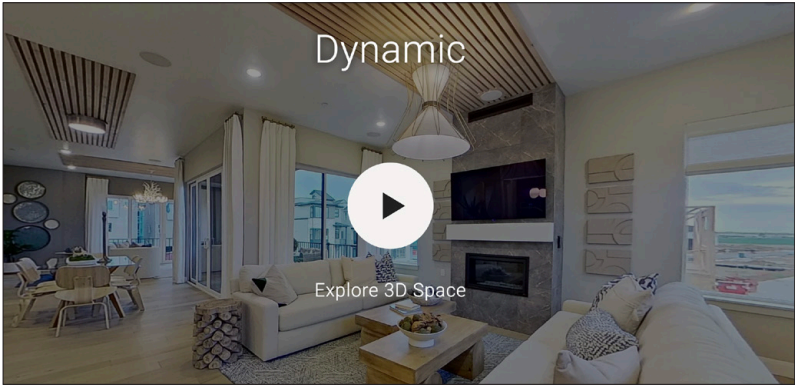


SALES VIDEOS OF HOMES AND AMENITIES



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.

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 61:

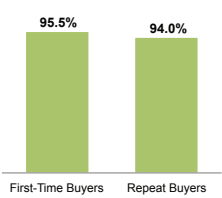
Influence of 3D Interactive Tours (Displayed at Sales Center) on Decision to Buy from that Particular Builder

(Percent of buyers that considered it likely to influence)

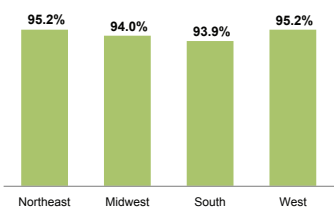
Segmented by Purchase Price



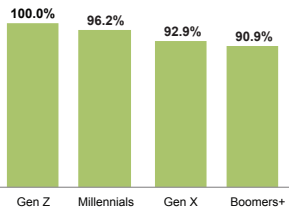
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



Segmented by Age of Buyer



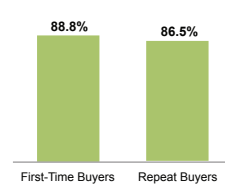
Influence of Community Fly-Throughs (Displayed at Sales Center) on Decision to Buy from that Particular Builder

(Percent of buyers that considered it likely to influence)

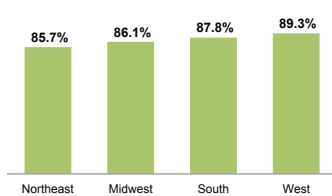
Segmented by Purchase Price



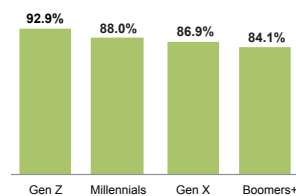
Segmented by 1st-Time / Repeat Buyer



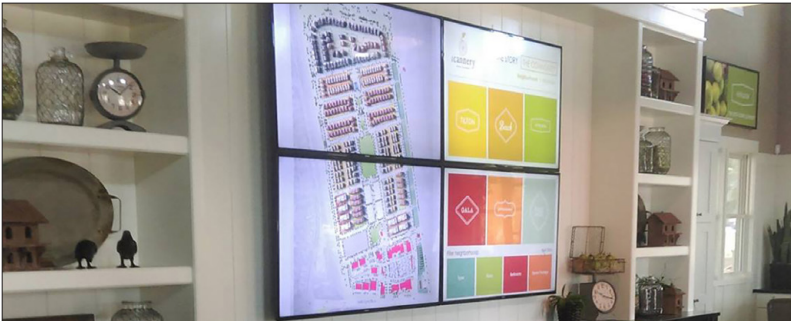
Segmented by US Region



Segmented by Age of Buyer



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.*

AUGMENTED REALITY



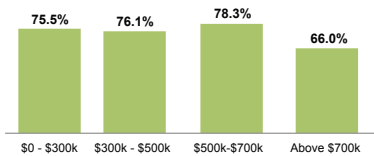
AUGMENTED REALITY allows prospects to visualize home features and options, as well as design choices in real-time. Digital elements (cabinets, paint colors, room options, etc.) are overlaid onto physical spaces and viewed using a tablet or smartphone.

FIG 63:

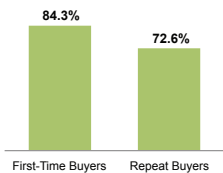
Influence of Augmented Reality (Displayed at Sales Center) on Decision to Buy from that Particular Builder

(Percent of buyers that considered it likely to influence)

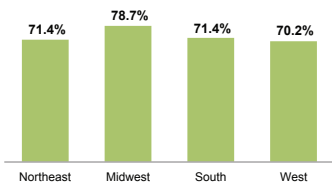
Segmented by Purchase Price



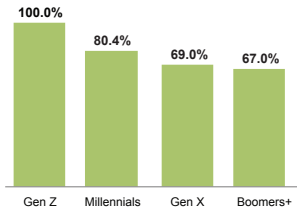
Segmented by 1st-Time / Repeat Buyer



Segmented by US Region



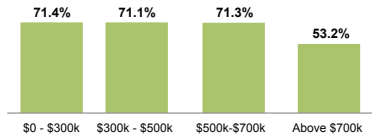
Segmented by Age of Buyer



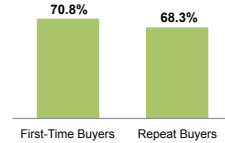
Influence of Virtual Reality Tours (Displayed at Sales Center) on Decision to Buy from that Particular Builder

(Percent of buyers that considered it likely to influence)

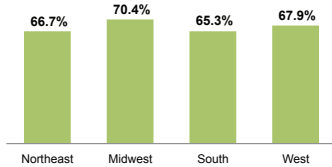
Segmented by Purchase Price



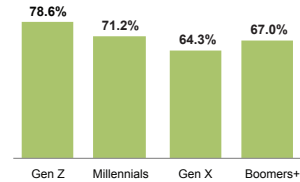
Segmented by 1st-Time / Repeat Buyer



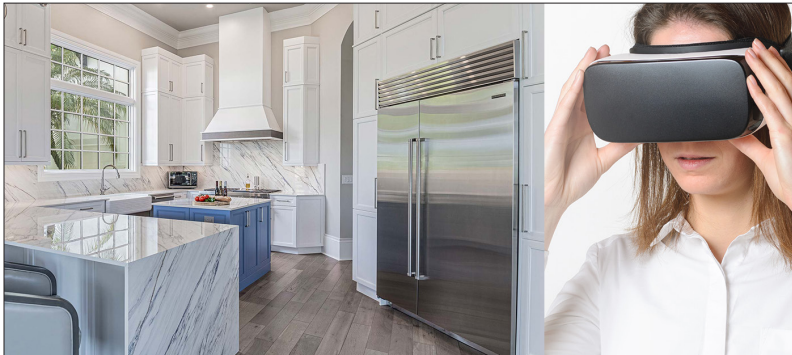
Segmented by US Region



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.

BACKGROUND & METHODOLOGY

The 2024 study was designed and written by the Bokka Group, and fielded between January and March 2024. This report (including all charts, graphics and descriptions) was produced by the Bokka Group.

The primary objective of this study was to develop a clear understanding of the use of technological tools and content by new home buyers. The Bokka Group conducted a survey of recent home buyers to learn more about their use and preferences of digital 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 in order to provide statistically reliable data to the building industry. This aligns with Bokka's mission of improving the home buying experience for both buyer and builder.

The Bokka Group delivered surveys to verified home buyers that purchased a new home between 2022 and 2023. There were 432 vetted new home buyer respondents throughout the U.S.

ABOUT THE BOKKA GROUP

The Bokka Group consists of industry experts focused on researching and improving the home buying experience, specifically regarding online lead generation, prospect cultivation and sales conversion. We help clients innovate to maximize conversion potential and increase sales, while creating processes that will improve the customer experience for generations to come.

For more details visit <http://bokkagroup.com>



MEET ERIC LEE, DIRECTOR OF CUSTOMER EXPERIENCE

This updated version of the Home Buyer Conversion Report builds on the foundation of data-driven insights and marketing analysis originally pioneered by Jimmy Diffie. In 2024, Eric Lee has led the effort to field, analyze and compile the report, bringing over 30 years of experience in the home building industry to the project.

Eric has been at the forefront of enhancing the customer journey for home builders for over three decades. He spent 14 years managing the customer experience for a nationally recognized home builder, where he relied on the voice of the customer to shape marketing strategies and optimize on-site customer engagements.

Today, Eric partners with many of the industry's leading customer-centric builders, designing comprehensive customer experience programs and delivering actionable insights through data analysis. His expertise has been instrumental in developing this year's report.



<http://bokkagroup.com>

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FIELDED JANUARY-MARCH 2024