



Nailing Construction Updates Like a Pro

Best Practices for Home Builders when Sharing
Construction Updates with their Homebuyers

Improve Customer Satisfaction Through Effective Construction Updates

Building homes for your valued customers is an exciting journey, and we're thrilled to support you every step of the way. Quality construction updates are key to customer satisfaction. Explore our guide to enhance your communication practices, avoid common pitfalls, and deliver updates that build lasting connections with your homebuyers.

Master the art of sharing compelling updates, creating positive impressions, and fostering lifelong relationships with satisfied homeowners. Unlock the secrets to delivering high-quality updates that leave a lasting impact and empower you to build exceptional homes and lifelong connections.

The Power of High-Quality Updates

Remember, your customers' home purchase is likely the most significant investment they'll make, and it's deeply personal to them.

Your construction updates are a window into the progress of their dream home, instilling trust in your craftsmanship and commitment to excellence. By adhering to some best practices and taking pride in your updates, you can brighten their day and foster an enduring bond with your clients.



Signal Best Practices for Home Builders

We've laid out the following nine simple techniques for you to optimize your construction communication and enhance your customer satisfaction.

1. Start your updates with a photo of the homebuyers

Make your updates feel more personalized by sharing pictures of your homebuyers. Capture their joy and excitement as you prepare to build the home of their dreams.



2. Avoid a Messy Space

Avoid clutter in your photos, including trash, equipment laying around, and boxes. A messy, disorganized space can negatively impact your customers' perception of your work.



Problems:

- Not the best vantage point to showcase this home.
- Trash, boxes, and equipment are laying around.

Solutions

- Stand in front of the clutter to make sure the house is the hero of your shot.
- Tidy up some trash, boxes, and equipment laying around before taking your photo.

3. Avoid Porta-Potties

We get it – nature calls, and sometimes, Porta-Potties are necessary on construction sites. But when it comes to showcasing the progress of your dream homes, these reminders can be an unwelcome distraction in your photos.

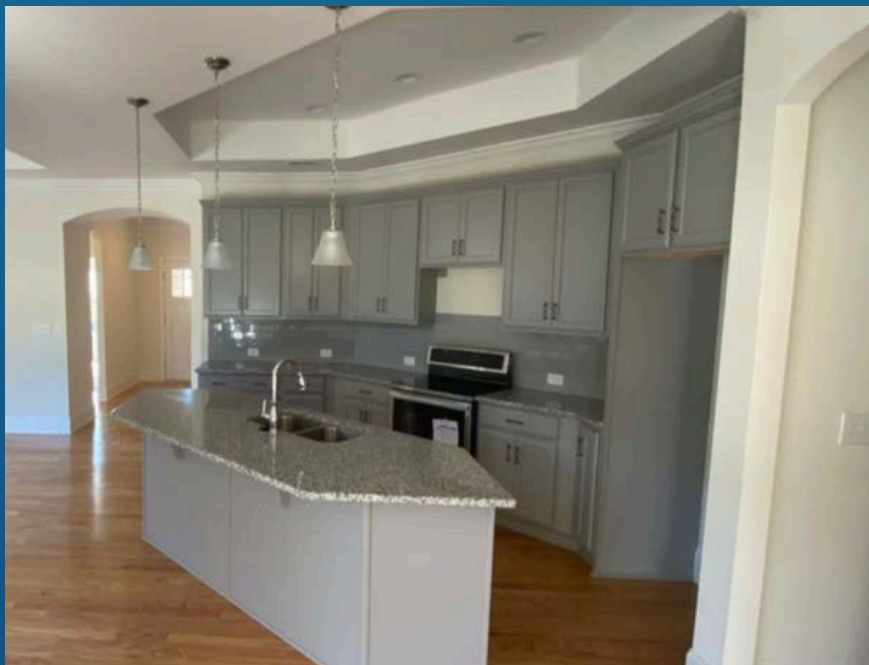


Solution:

- Stand at a different angle so the Porta-Potties are not in the frame.

4. Embrace Proper Lighting

Dimly lit spaces can make a home appear gloomy and uninviting. Don't hesitate to turn on lights to showcase the home in its best possible state.



Solution:

- Turn on that light switch!

5. Safety First

Demonstrate your commitment to the protection of your buyer's investment through thoughtful safety measures in your photo updates.

Examples include showing your construction workers donning hard hats and safety gear, or showing the home interior wrapped with protective material.



6. Take Construction Update Photos from Different, Creative Angles

Experiment with various angles so you can present your project in an engaging and refreshing light,



Ideas:

- Embrace the power of drone shots.
- Take photos using wide-angle lenses.

7. Take Progress Photos From the Same Vantage Point

Capture your updates from a fixed perspective, so you can effectively document the progress made on your buyer's dream home.



Same house, different stage

8. Be Proactive Even Without Construction Activity

A lack of updates can inadvertently send the wrong message to your homebuyers that something is wrong. Instead of going silent during periods of minimal construction activity, look for opportunities to share engaging and informative content.

Get creative, make it fun, and keep rocking those updates even when the hammers rest so that you can keep your homebuyers **engaged** and **excited** throughout their homebuilding journey.

Here's what you can say when you feel there is nothing to say 

Ideas When You Feel There is Nothing to Say:

- **Site Preparation Complete**

- “We’ve prepared your future home’s site by clearing and leveling the land. It’s the first step toward bringing your dream home to life.”

- **Permits Secured**

- “Exciting news! We’ve obtained all the necessary permits to move forward with building your home. It’s all systems go from here!”

- **Materials Ready and Waiting**

- “The building blocks of your new home have arrived. From bricks to beams, we have everything we need to start.”

- **Foundation Poured**

- The foundation of your home has been poured, symbolizing the strong base for your future memories.”

- **Framing Takes Shape**

- “The frame of your home is up, sketching the outline of where countless memories will be made.”

- **Weather Update**

- “Mother Nature has sent us a little challenge, but we’re adapting quickly to keep your project on track.”

- **Roof and Walls Going Up**

- “Your home is starting to look like a home! The roof and exterior walls are being constructed.”

Ideas When You Feel There is Nothing to Say:

- **Inspections Cleared**
 - “We’ve passed our recent inspections with flying colors, ensuring that everything is perfectly in place and up to standard.”
- **Internal Systems Installation**
 - “The veins of your home, including plumbing and electrical systems, are being installed. It’s all coming together inside.”
- **Custom Features Underway**
 - “The unique features you’ve chosen, like custom kitchen cabinetry, are currently being crafted with care.”
- **Drywall Up**
 - “The walls are up inside, dividing spaces and defining rooms. It’s starting to feel more like your home.”
- **Energy-Saving Insulation**
 - “We’ve installed top-notch insulation to keep your home cozy and energy-efficient for years to come.”
- **Smart Home Features Coming to Life**
 - “Your home is getting smarter by the day, with the installation of the latest tech for your convenience and security.”
- **Landscaping Vision Finalized**
 - “The outdoor vision for your home is ready, promising greenery and beauty around your abode.”

Ideas When You Feel There is Nothing to Say:

- **Interior Design Elements**
 - “Your chosen tiles and finishes are being placed, bringing your personal touch to every corner.”
- **Exterior Beautification**
 - “The exterior of your home is receiving its final touches, ensuring it looks as inviting outside as it does inside.”
- **Safety First**
 - “We’re diligently following all safety measures on-site, ensuring a secure environment for everyone involved.”
- **Project Timeline Updates**
 - “We’re keeping you in the loop with any schedule adjustments, making sure you’re always updated on the latest timelines for your home’s completion.”
- **Final Preparations for Your New Home**
 - “We’re dotting the i’s and crossing the t’s, preparing for the final inspection to ensure everything is perfect for your arrival.”

9. Post a finishing Congratulations / Thank You update!

Let your homebuyers know it's time to celebrate by posting a photo of them in front/inside of their home.



Congratulations Mr and Mrs Warren! Thank you so much for allowing me an opportunity to be apart of this very special journey in your life. I pray your new home keeps you warm and safe for the years to come. I will never forget the very special memories we made together! God bless! (91 kB) ▾

Deliver an Unforgettable Experience for Your Homebuyers by Doing These 5 Things:

- 1. Be Consistent:** Choose a day and time of the weekend do your best to send updates at the same time. *Later in the week is best.*
- 2. Personalize Your Message:** Address your buyers by name in your messages, showing them that they're more than just clients – they're valued individuals.
- 3. Send Multiple Moments:** Buyers love multiple photos - *tell a story.*
- 4. Educate Your Buyers:** Seize every opportunity to educate your buyers about the construction process, showcasing your expertise, while building strong rapport.
- 5. Compliment Your Buyers:** Look for opportunities to share a compliment - be sincere.

Example:

This is what it looks like to educate your homebuyers on your building process.









APRIL 23, 2020

Foundation (pour and strip)

the waterproof system has been installed along with the foundation foam. Now we will wait until the end of next week to push the dirt back against the walls to allow time for the concrete to cure and get ready for framing!

Example:

This is what it looks like to post multiple photos, use the buyer's name in the updates, and have consistent delivery - every week, same day.

 <p>Finishes</p>	 <p>Finishes</p>	 <p>Interior Trim</p>
<p>Posted August 21st, 2020 by Devin Jones</p> <p>Adam & Elizabeth, Just thought I'd send last photo update with finished pics! I love how you designed it...</p>	<p>Posted August 14th, 2020 by Devin Jones</p> <p>Hi Elizabeth & Adam, Here is home from this evening. New cabs are in and just waiting on granite...</p>	<p>Posted August 7th, 2020 by Devin Jones</p> <p>Hi Adam and Elizabeth, I know you saw cabs and hopefully got our message that new ones were delivered...</p>
 <p>Drywall</p>	 <p>Drywall</p>	 <p>Insulation</p>
<p>Posted August 1st, 2020 by Devin Jones</p> <p>Adam & Elizabeth, We have texture! From here it's going to continue to take shape quickly inside with...</p>	<p>Posted July 24th, 2020 by Devin Jones</p> <p>Adam & Elizabeth, Here's how home looks today! Texture will be coming next and interiors come together quickly from here...</p>	<p>Posted July 17th, 2020 by Devin Jones</p> <p>Insulation is in, and drywall is stocked! They'll be hanging drywall shortly and next we'll be talking about...</p>

AUGUST 7, 2020

Interior Trim

Hi Adam and Elizabeth, I know you saw cabs and hopefully got our message that new ones were delivered and we'll get them installed. Flooring looks great! It's moving quickly now and only couple weeks away from complete! Let me know if you have any questions and we'll look to update you again on Tuesday hopefully! Thanks,

That's all it takes to elevate your construction updates

By adopting the best practices outlined in this guide, you will surely master the art of delivering compelling construction updates.

Your communication skills will foster trust, excitement, and appreciation in your homebuyers, ensuring that their experience is exceptional from start to finish.

Building a dream home is a collaborative effort, and your thoughtful updates will make a lasting impact on your customers' hearts and minds.

Happy building!



BUILDER About SIGNAL

Builder Signal, by The Bokka Group, is the leading communication platform dedicated to supporting home builders in their quest to improve buyer reviews and referral rates.

With years of expertise in the industry, we've honed our craft to become an established resource for builders seeking to simplify their process of sending construction updates to their customers.

Are you interested in taking your communication skills and customer experience to new heights? Want to become the builder that homebuyers trust and cherish? Let us be your trusted partner on this exciting journey to elevate your homebuilding process and create extraordinary customer experiences. Get started with Builder Signal today by **[requesting a free demo](#)**.

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