

CONSUMER INSIGHTS FOR BUILDERS

Smarts to Inform Your Marketing



Top priorities for new construction buyers



Taking a private tour of the home

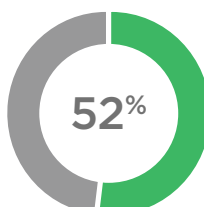


Viewing a floorplan

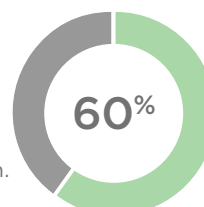


Accessing a home inspection report

Who's considering new construction?

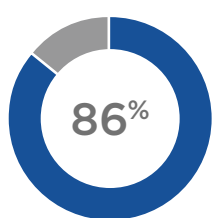


Over half of buyers considered new construction.

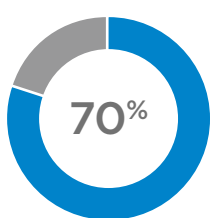


Millennials (18-37) are most likely to consider new construction.

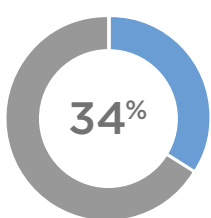
What kind of homes are buyers looking for?



of new construction buyers purchased a single-family, detached home.



of new construction buyers purchased a home that was part of a larger community.



of new construction buyers considered a lot/land with no existing home.

Why do they choose a new home?

When asked why they purchased new construction, buyers' top reasons were:



Desirable location



Appealing home features

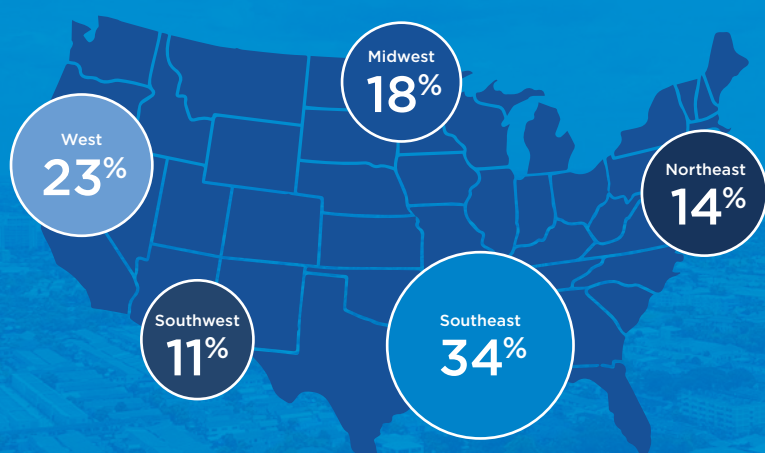


Everything is new



Best value for the money

Where do they choose to live?



Urban
28%



Suburban
53%



Rural
19%

Tips to attract more buyers

- 1 DIFFERENTIATE FROM RESALE**
52 percent of all buyers considered new homes.
- 2 LIST WHERE THEY'LL FIND YOU**
More than three-quarters (76 percent) of new construction buyers used online resources to help them search for their home.
- 3 ALLOCATE MARKETING BUDGETS EFFECTIVELY**
Nearly one in five new construction buyers used direct mail as a resource during their search.
- 4 RESPOND QUICKLY**
48 percent of new construction buyers expect a response within a few hours or less.
- 5 KNOW YOUR BUYER**
As demographics and market dynamics change, consumer insights can help inform your business and marketing decisions.

New construction home buyers are more likely to be:



HIGHER INCOME

The median income of the new construction buyer is \$87,500.



EDUCATED

55 percent have a college degree or more, compared to 43 percent for buyers of existing homes.



76%

used an online resource in their search.



62%

used a Zillow Group site to search for their home.



60%

contacted a sales center during their search.



76%

expected a response in a day or less.

Typical new construction buyer



Millennial:
(Age 18-37)

36%



Married/living
with partner:

75%



Repeat
home-buyer:

67%

How are they finding new construction?



76%

used an online resource in their search.



62%

used a Zillow Group site to search for their home.



60%

contacted a sales center during their search.

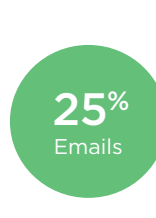


76%

expected a response in a day or less.

How do they like to be contacted?

New construction buyers who visited/contacted a sales center say they like to be contacted in these ways:



Expand your marketing

As part of your partnership with Zillow Group, you have access to more consumer insights and unique data to help inform your business decisions.

READY TO LEARN MORE?

Contact us at: whatsnew@zillow.com or 877-419-0589
[zillow.com/resources/new-construction](https://www.zillow.com/resources/new-construction)

Source: The Zillow Group Report on Consumer Housing Trends 2017