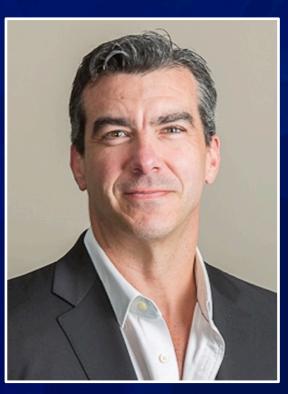
# Home Builder FOLLOW Do You Stack Up?



## Mike **LYON**





### Dave **BETCHER**



## ONLINE SALES & MARKETING SUMMIT



## DENVER September 20<sup>th</sup> & 21st



## CURTIS HOTEL Downtown Denver



## VIP REGISTRATION Opens Soon!

## HOUSEKEEPING

- Webinar is being recorded
- Copies of the slides will be available
- 45 minutes long
- Type your questions in the GoToWebinar box

-

-

 Collapse the GTW box by clicking the orange arrow in the top right corner of screen

## **100%** of Home Buyers Are Influenced By The Internet







## The CRITICAL PATH

to converting **BROWSERS TO BUYERS** 





#### **HOME SHOPPERS**

100% Influenced By Internet

#### **ONLINE VISITORS**

1-3 % Submit Request

LEADS

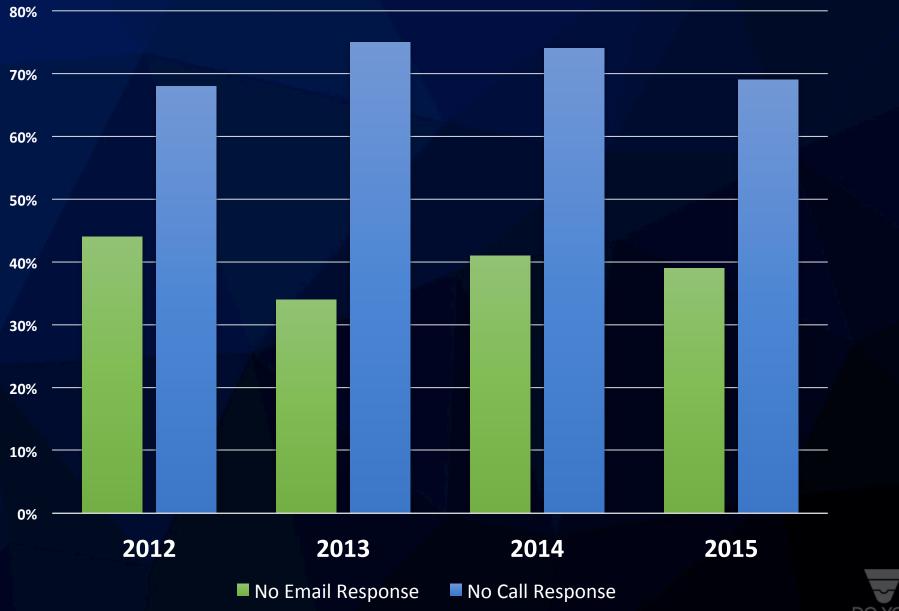
20-25% Schedule





20-25% of All Sales

## Previous SURVEY RESULTS









Are companies simply "checking the box" with their follow-up, or do they truly use it as a **competitive advantage?** 



## A NEW METRIC

THE CONVERSION QUALITY SCORE



**Score of 1:** The follow up was done, but seemed cold and lifeless. It seemed more like a task that was checked off as complete by the builder.

**Score of 2:** The follow up included a reference to some piece of information **personal to the prospect or their initial questions.** This made it feel significantly more personal and would also allow advancement of the sales process.

**Score of 3:** This follow up truly stood out from the crowd. It includes not just references to personal information or questions – but conveys genuine excitement at the prospects situation, needs, or belief that they are a perfect fit for the prospect.





"We are relocating from Montana to be closer to family. Looking for the best value in a 3- to 4bedroom home. Do you have homes that we could move into quickly, or how long would it take to build one?"



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Moving From



"We are relocating from Montana to be closer to family. Looking for the best value in a 3- to 4bedroom home. Do you have homes that we could move into quickly, or how long would it take to build one?"

The Why



"We are relocating from Montana to be closer to family. Looking for the best value in a 3- to 4bedroom home. Do you have homes that we could move into quickly, or how long would it take to build one?"

The What



"We are relocating from Montana to be closer to family. Looking for the best value in a 3- to 4bedroom home. Do you have homes that we could move into quickly, or how long would it take to build one?"

Specific Questions



## **IN ADDITION**

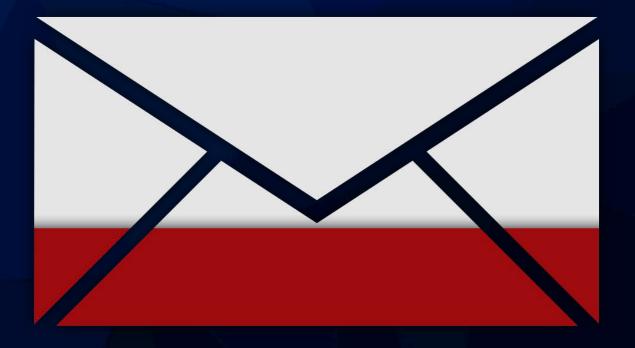
- Noted a Specific Community of Interest
- Filled Out All Requested Fields (SqFt/Price/Etc)
- Email Address
- Phone Number
- Results tracked for 45 Days

## pousing glants<sub>2015</sub>

2014 Rank	2014 Mailk	Previous Rank	Company	Year Founded	2014 Housing Revenue	2014 Closings	% Revenue Change from 2013	Total Other Revenue	Housing Types	% Starter	% 1st Move-Up	% 2nd Move-Up and Beyond	% Active Adult/Retirement	% Vacation/ Second Home	% Production Homes	% Semi- Custom Homes	% Custom Homes	2015 Forecast
1	1	1	<b>D.R. Horton</b> Fort Worth TX / Donald R. Horton / drhorton.com	1978	\$8,414,500,000	30,455	30.8%	\$242,376,000	SFD, SFA									
2	2	3	<b>Lennar</b> Miami FL / Stuart Miller / Iennar.com	1954	\$6,839,642,000	21,003	29.2%	\$940,170,000	SFD, SFA	28	68		4					15%
3	3	2	<b>PulteGroup</b> Atlanta GA / Richard Dugas / pultegroupinc.com	1956	\$5,662,171,000	17,196	4.4%	\$160,192,000	SFD, SFA	25	44		31					
4	i.	4	NVR Reston VA / Paul Saville / nvrinc.com	1948	\$4,375,059,000	11,859	5.8%	\$0	SFD, SFA									
5	5	5	<b>Toll Brothers</b> Horsham PA / Douglas Yearley / tollbrothers.com	1967	\$3,966,523,000	5,467	46.3%	\$66,192,000	SFD, SFA	5	56	20	14	5		100		7%
6	5	6	<b>Taylor Morrison</b> Scottsdale AZ / Sheryl Palmer / taylormorrison.com	2007	\$3,011,000,000	6,796	32.9%	\$88,874,000	SFD, SFA	18	36	31	15		87	13		
7	7	9	<b>The Ryland Group</b> Westlake Village CA / Larry T. Nicholson / ryland.com	1967	\$2,555,966,091	7,677	22.7%	\$59,102,000	SFD, SFA	33	32	33	2		100			15%
8	3	8	<b>KB Home</b> Los Angeles CA / Jeffrey T. Mezger / kbhome.com	1957	\$2,369,633,000	7,215	13.7%	\$31,316,000	SFD	52	25	11	12		100			
9	?	10	<b>Standard Pacific Homes</b> Irvine CA / Scott D. Stowell / standardpacifichomes.com	1965	\$2,366,754,000	4,956	23.8%	\$68,543,000	SFD, SFA	21	44	32	3		100			
1	0	7	Hovnanian Enterprises Red Bank NJ / Ara K. Hovnanian / khov.com	1959	\$2,167,866,000	5,896	3.7%	\$50,367,000	SFD, SFA	29	36	22	13					
1	1	11	Meritage Homes	1985	\$2,142,391,000	5,862	20.1%	\$48,242,000	SFD	10	15	71	2	2	100			



		<b>30 T</b>	C	p	B	U	il	d	e			5				
4	1	<b>D.R. Horton</b> Fort Worth TX / Donald R. Horton / drhorton.com	1978	\$8,414,500,000	30,455	30.8%	\$242,376,000	SFD, SFA								
	3	Lennar Miami FL / Stuart Miller / lennar.co	1954	\$6,839,642,000	21,003	29.2%	\$940,170,000	SFD, SFA	28	68		4				15%
3	2	Miami FL / Stuart Miller / lennar.co	19.6	\$57-62,171000			\$14,19,00	SFD, SFA	25	44		31				
	4															
5	5	Reston VA / Paul Saville / nvrinc.com Toll Brothers Horsham PA / Douglas Yearley / tothers.co	19.7	33766,523 000		46 %	\$6,192,0	SFA			20	14	5		100	7%
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11	44	Meritage Homes	1985	\$2,142,391,000	5,862	20.1%	\$48,242,000	SFD	10	15	71	2	2	100		



## 33% NEVER EMAILED



## 80% NEVER CALLED



## INITIAL RESPONSE TIME (INCLUDES ALL RESPONSE TYPES)





## **TOTAL RESPONSE COUNT**

(INCLUDES ALL RESPONSE TYPES)



Only 27% followed up 3 times or more in 45 days Only **14%** followed up **6 times** or more in 45 days Only **7%** 

of all builders used **video email** as part of their follow up mix

Only **50%** 

of builders sent **"mass emails"** within the 45 days





## MADE MORE THAN **1 PHONE CALL** & MORE THAN **2 EMAILS**



## INITIAL RESPONSE QUALITY

20 RESPONSES

45%

35%

20%

Generic Emails Quality Score of 1 Personalized Emails Quality Score of 1

Quality Score of 2 or 3

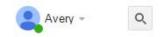


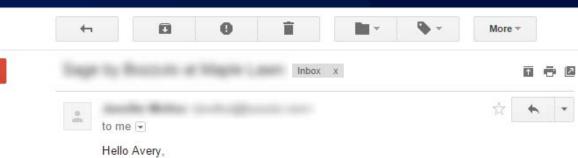
#### Gmail -

#### COMPOSE

#### Inbox

Starred Sent Mail Drafts More <del>•</del>





Thank you for your interest in a new home. I specialize in all new home communities, and can assist with any questions you have about our new homes. At our homes are green and incredibly energy efficient. They are one of a kind homes in the north eastern United States. I would recommend visiting our website to take a virtual tour of our model home at but if you are in the area, we are open 7 days a week to show meet with you in person. Please contact me anytime with questions, or if I can schedule an appointment for you!

#### Smart in every way.

Combining traditional architecture, incredible comfort, versatile design and intelligent technology, is designed in complete harmony with the way you live.

Here you'll find a home designed solely around you. An open floor plan, vibrant indooroutdoor connections and an expansive outdoor living space provide plenty of room to gather with friends or to find a moment of solitude. Renewable geothermal energy systems work with automated thermostats to reduce your monthly costs while creating a healthier environment. Almost every detail can be selected to fit your personal style. And with its convenient location halfway between Washington, D.C. and Baltimore, the best of both cities is just minutes away.

No recent chats Start a new one

#### Thoughtful design. Intelligent technology. Inspired living.

Your home was made to be yours, with a floor plan designed to adapt to your family's unique needs and desires. A large open family room creates the ideal common space in the center of the house for everyone to come together, while multiple layout possibilities ranging up to 7 bedrooms can give everyone a space to call their own. With just 19 homes available, they won't last long.

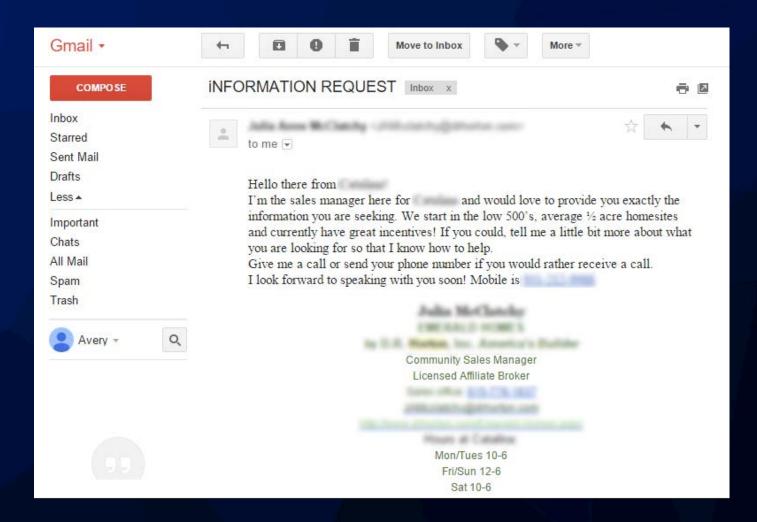
#### **CONVERSION QUALITY SCORE**

#### Cold and impersonal

#### **2** Personal and responsive

#### 3





#### **CONVERSION QUALITY SCORE**

### Cold and impersonal

#### **2** Personal and responsive

5



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I know it can be overwhelming to see it all at the same time -- feel free to browse the link of available homes, or give me a budget and area of town and I can send you some options! I'm here to help.

No recent chats Start a new one



#### **CONVERSION QUALITY SCORE**

#### Cold and impersonal

#### 2

#### Personal and responsive





#### **CONVERSION QUALITY SCORE**

## Cold and impersonal

#### **2** Personal and responsive

#### 3





#### **CONVERSION QUALITY SCORE**

## Cold and impersonal

#### **2** Personal and responsive

#### 3





## Efficiency vs. EFFECTIVENESS



## AVERAGE QUALITY SCORE



## OUT OF 3



## HIGHEST QUALITY SCORE



## OUT OF 3







# All leads are not created EQUAL





## Be Responsive.

Be Personal.

Be Persistent.

Be Effective.

Because NO ONE else is!

