



Home Builder **FOLLOW UP**

in 2016: **How Do You Stack Up?**



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Dave **BETCHER**





ONLINE SALES & MARKETING SUMMIT

www.OnlineSalesSummit.com



DENVER

September 20th & 21st

www.OnlineSalesSummit.com



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Opens Soon!

www.OnlineSalesSummit.com

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%

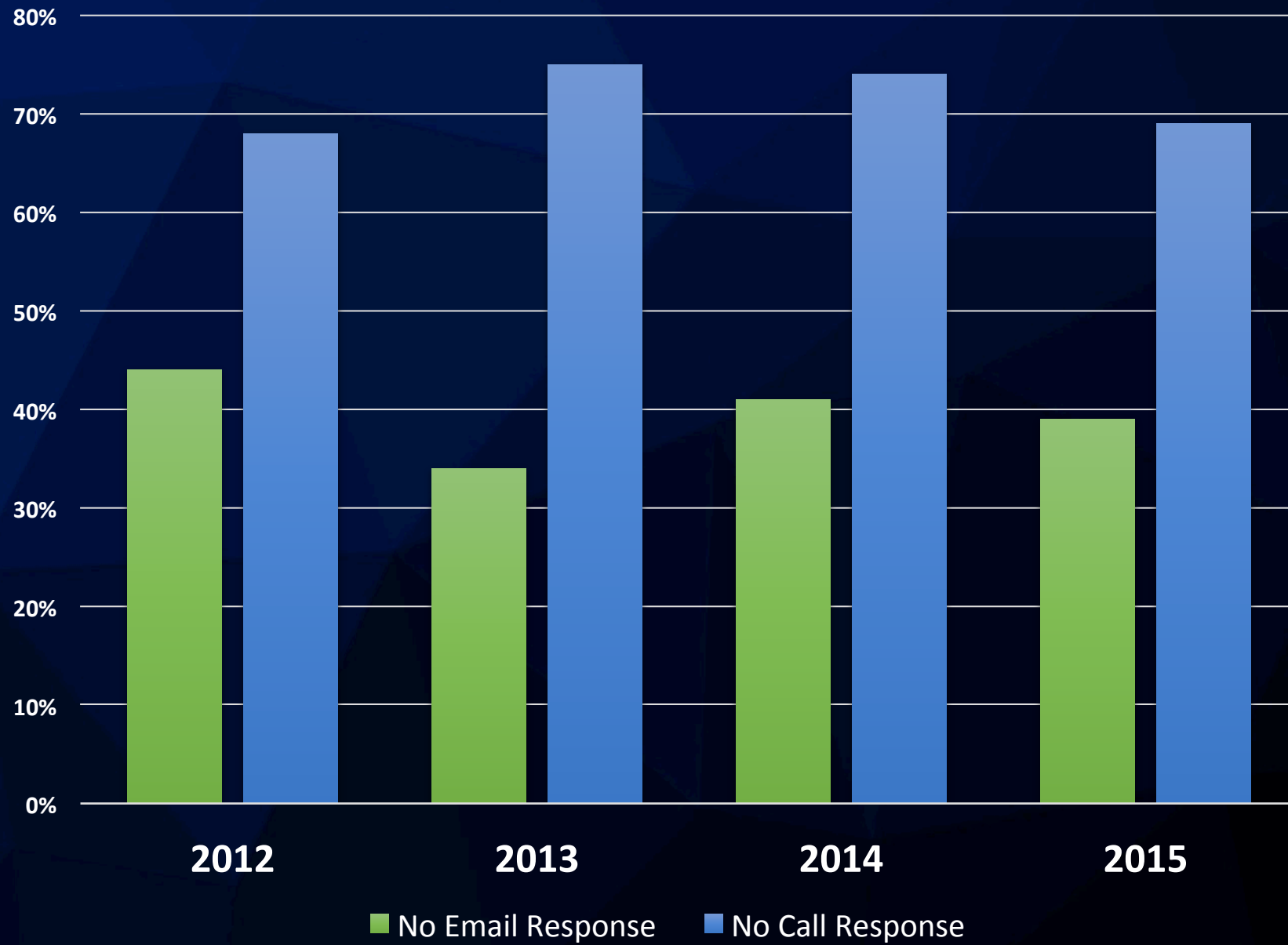
*of Home Buyers Are
Influenced By The Internet*



The
CRITICAL PATH
to converting
BROWSERS TO BUYERS



Previous **SURVEY RESULTS**



A NEW GOAL



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

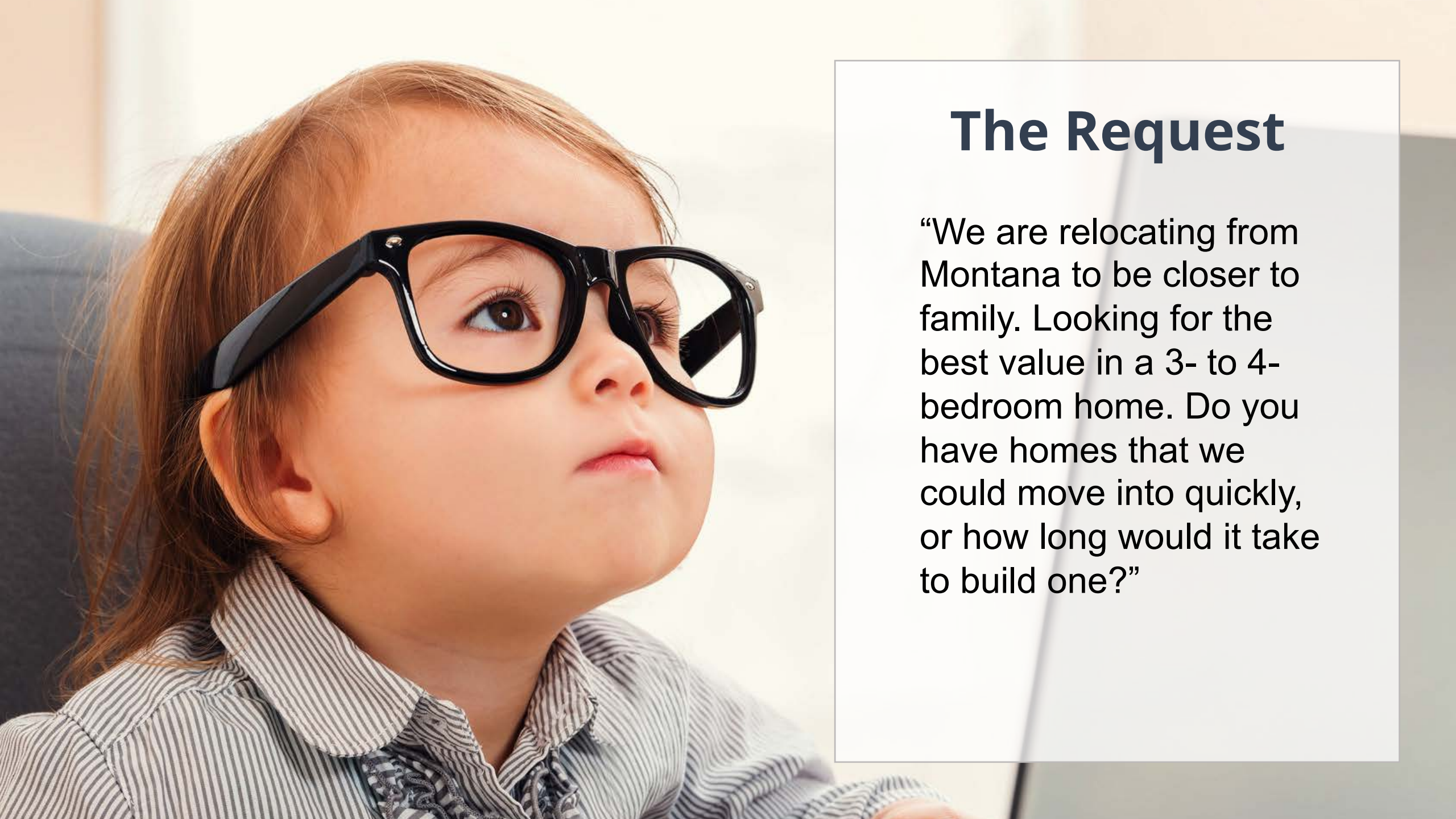


Score of 1: The follow up was done, but seemed cold and lifeless. It seemed more like a task that was checked off as complete by the builder.

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.





The Request

“We are relocating from Montana to be closer to family. Looking for the best value in a 3- to 4-bedroom 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



The Request

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The Why



The Request

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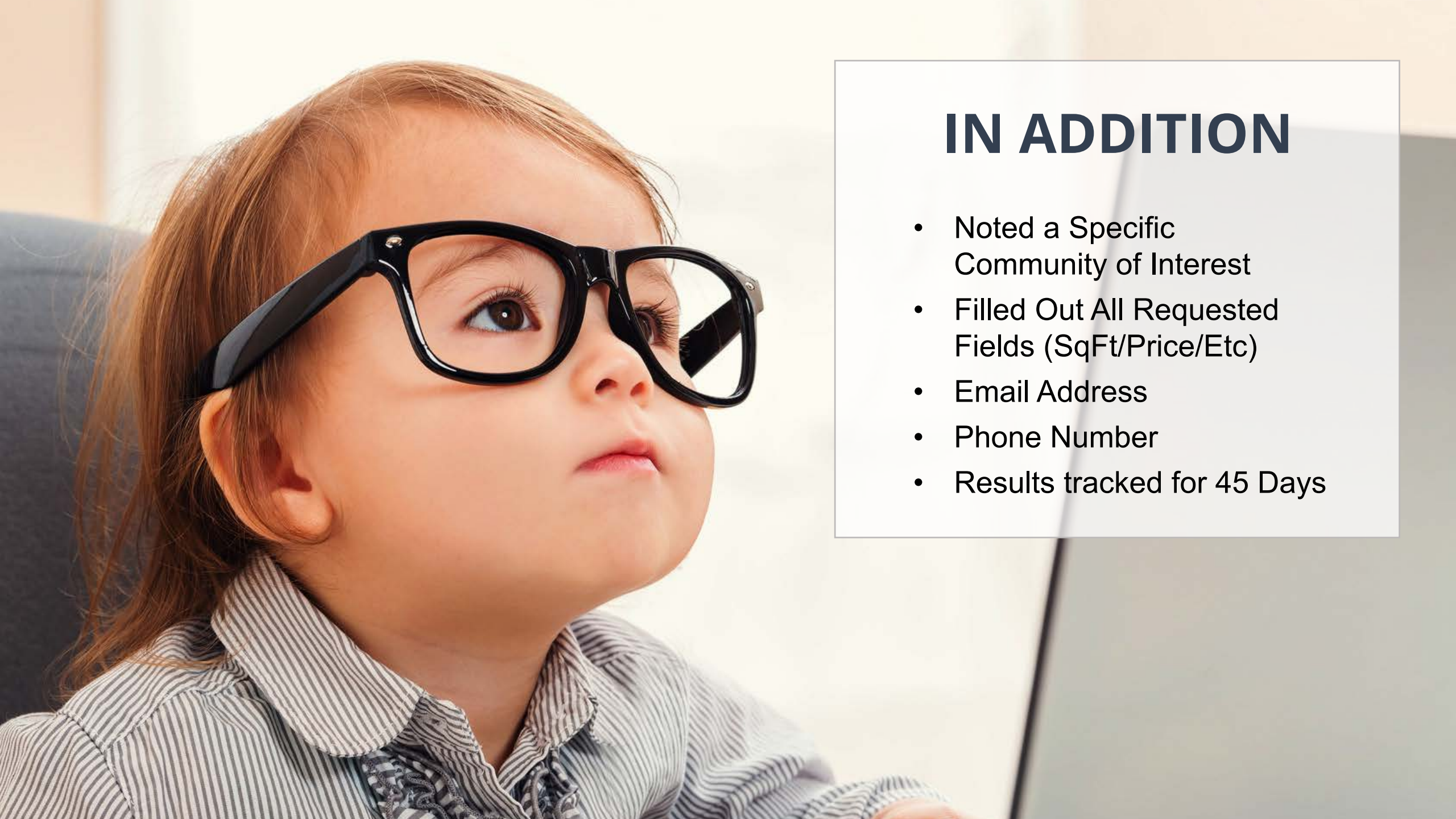
The What



The Request

“We are relocating from Montana to be closer to family. Looking for the best value in a 3- to 4-bedroom 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

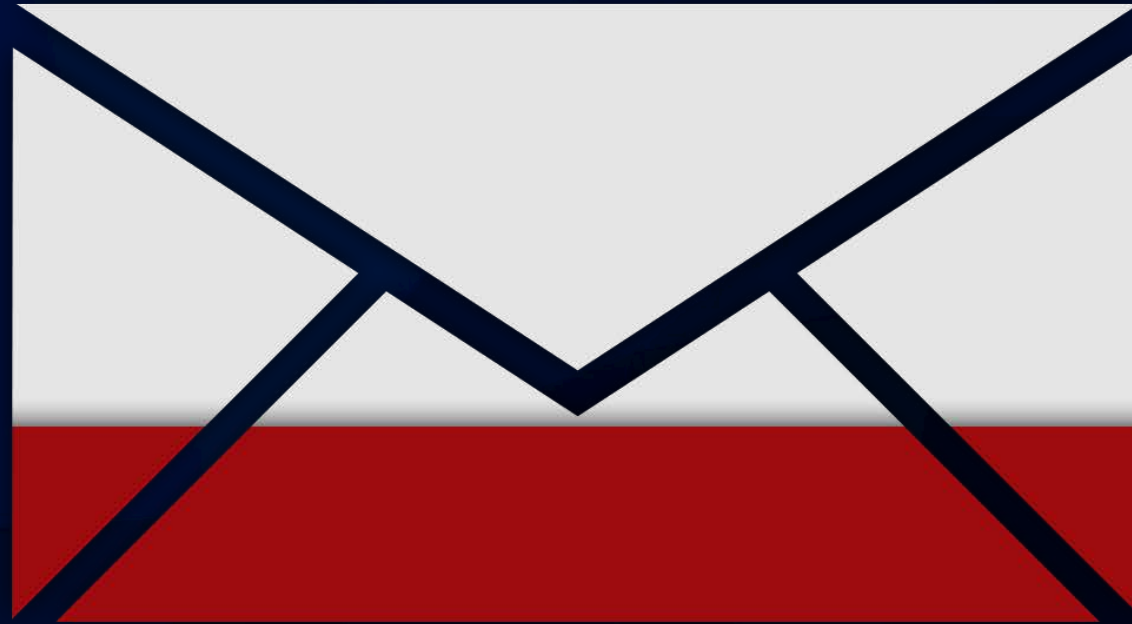
2014 Rank	Previous Rank	Company	Year Founded	2014 Housing Revenue	2014 Closings	% Revenue Change from 2013	Total Other Revenue	Housing Types	% Starter	% 1st Move-Up	% 2nd Move-Up and Beyond	% Active Adult/Retirement	% Vacation/Second Home	% Production Homes	% Semi-Custom Homes	% Custom Homes	2015 Forecast
1	1	D.R. Horton Fort Worth TX / Donald R. Horton / drhorton.com	1978	\$8,414,500,000	30,455	30.8%	\$242,376,000	SFD, SFA									
2	3	Lennar Miami FL / Stuart Miller / lennar.com	1954	\$6,839,642,000	21,003	29.2%	\$940,170,000	SFD, SFA	28	68		4					15%
3	2	PulteGroup Atlanta GA / Richard Dugas / pultegroupinc.com	1956	\$5,662,171,000	17,196	4.4%	\$160,192,000	SFD, SFA	25	44		31					
4	4	NVR Reston VA / Paul Saville / nvrinc.com	1948	\$4,375,059,000	11,859	5.8%	\$0	SFD, SFA									
5	5	Toll Brothers 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	6	Taylor Morrison 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	9	The Ryland Group 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	8	KB Home 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	Standard Pacific Homes 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			
10	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					
11	11	Meritage Homes Scottsdale AZ / David L. Williams / meritagehomes.com	1985	\$2,142,391,000	5,862	20.1%	\$48,242,000	SFD	10	15	71	2	2	100			

5 of the top 10

9 of the top 11-50

8 of the top 51-100

8 from the top 101+



33% NEVER EMAILED



80% **NEVER CALLED**

INITIAL RESPONSE TIME

(INCLUDES ALL RESPONSE TYPES)



TOTAL RESPONSE COUNT

(INCLUDES ALL RESPONSE TYPES)

3

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

6

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

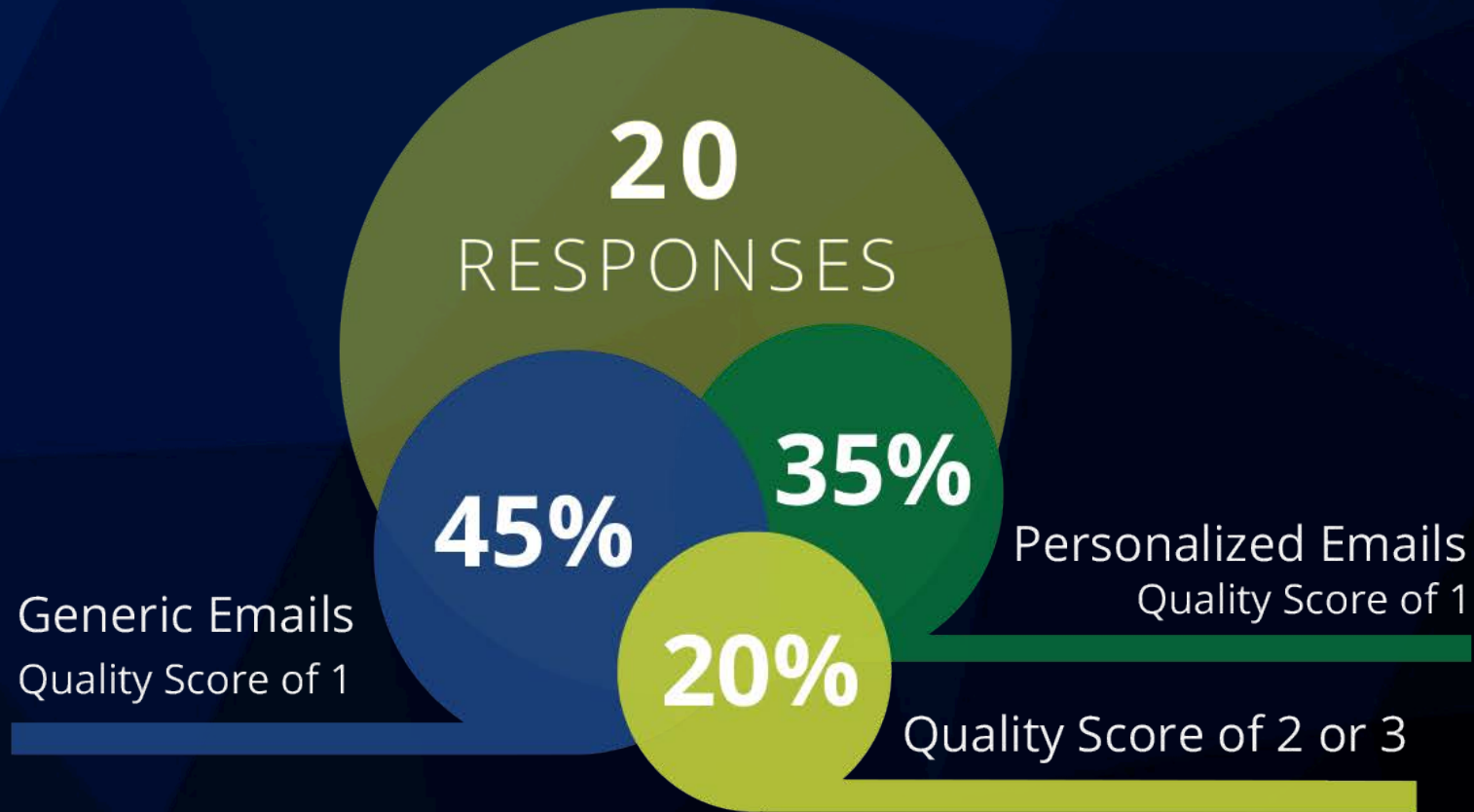
ONLY

3%

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



INITIAL RESPONSE **QUALITY**



CONVERSION QUALITY SCORE

1

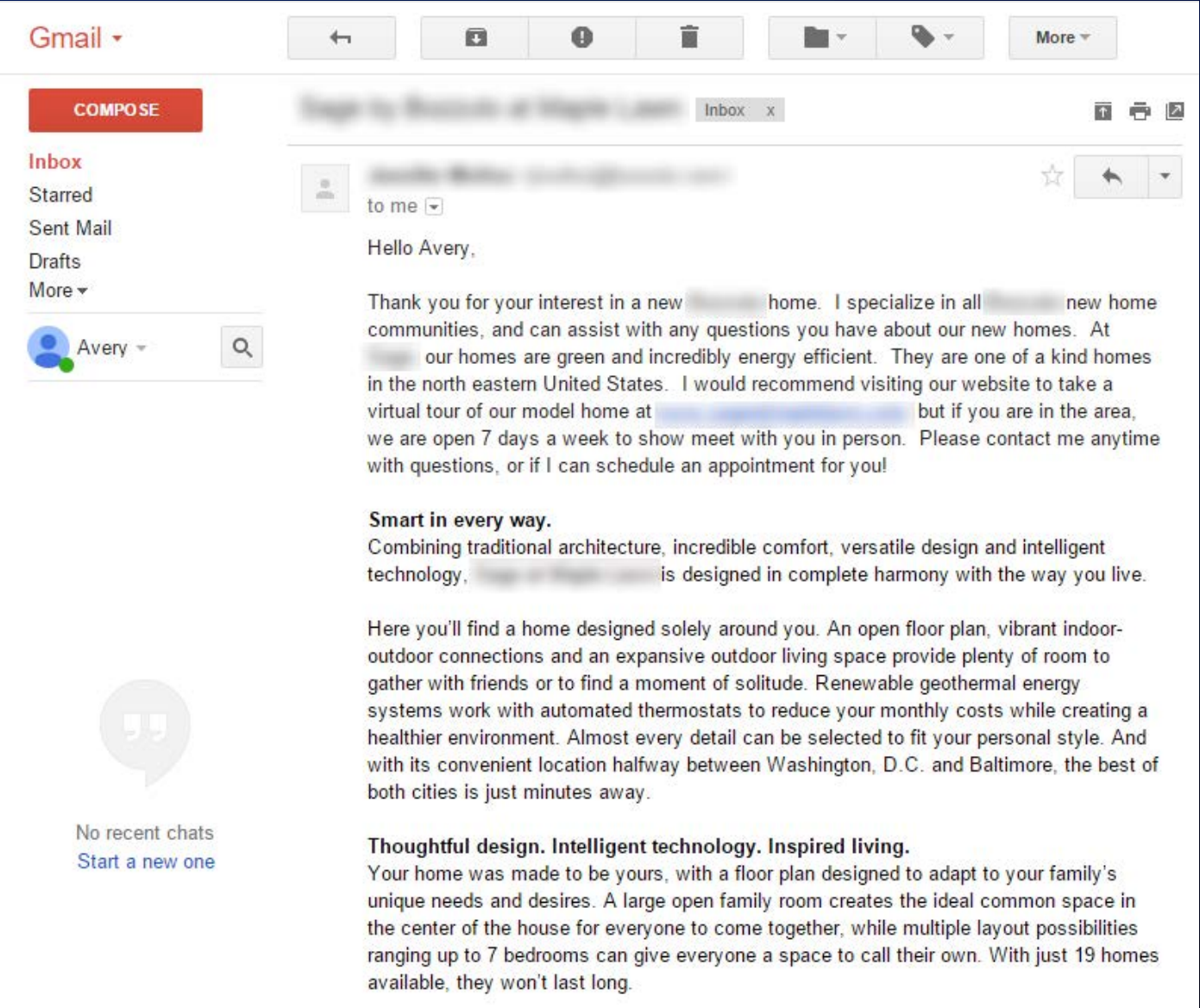
Cold and impersonal

2

Personal and responsive

3

Personal with genuine emotion



CONVERSION QUALITY SCORE

1

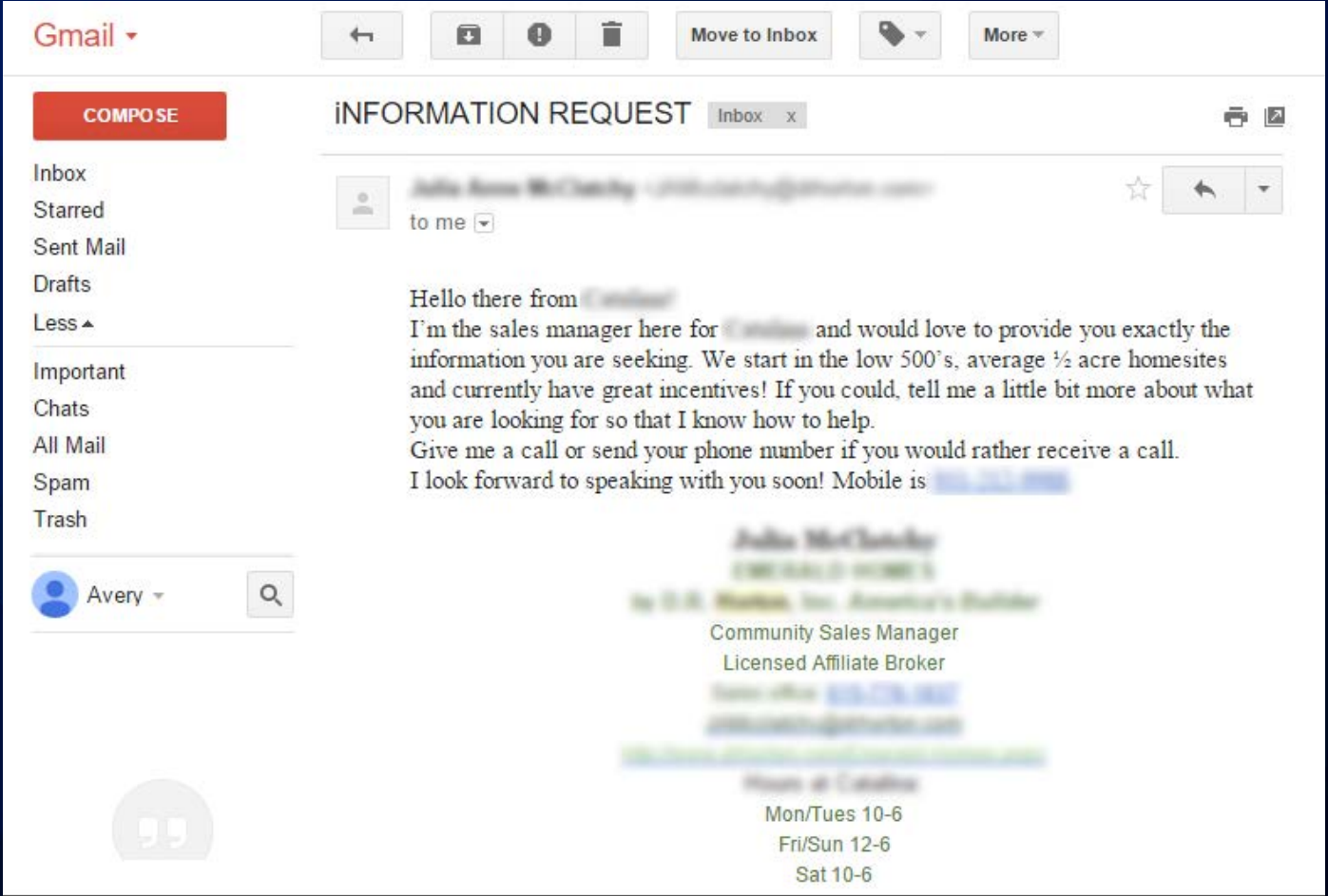
Cold and impersonal

2

Personal and responsive

3

Personal with genuine emotion



CONVERSION QUALITY SCORE

1

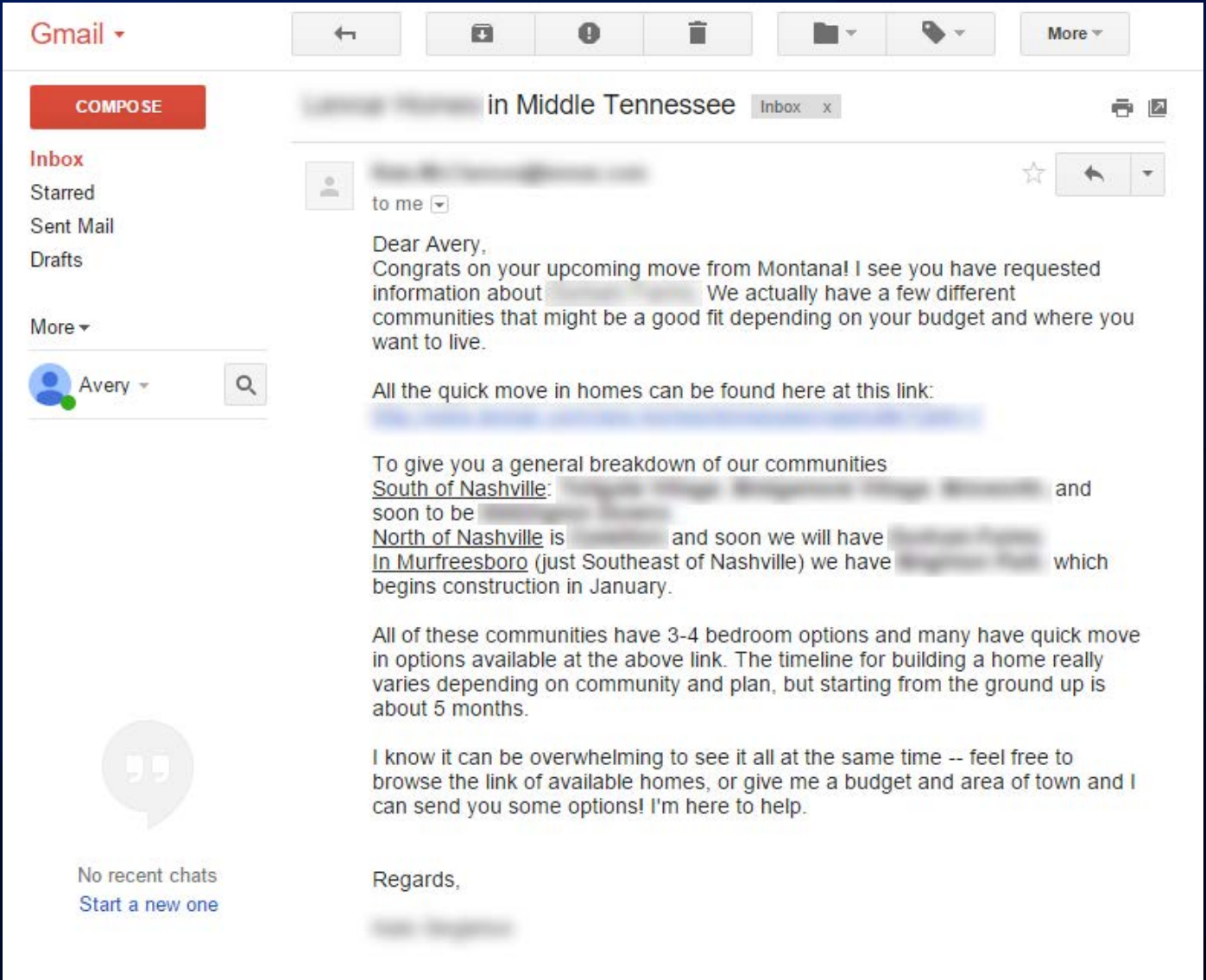
Cold and impersonal

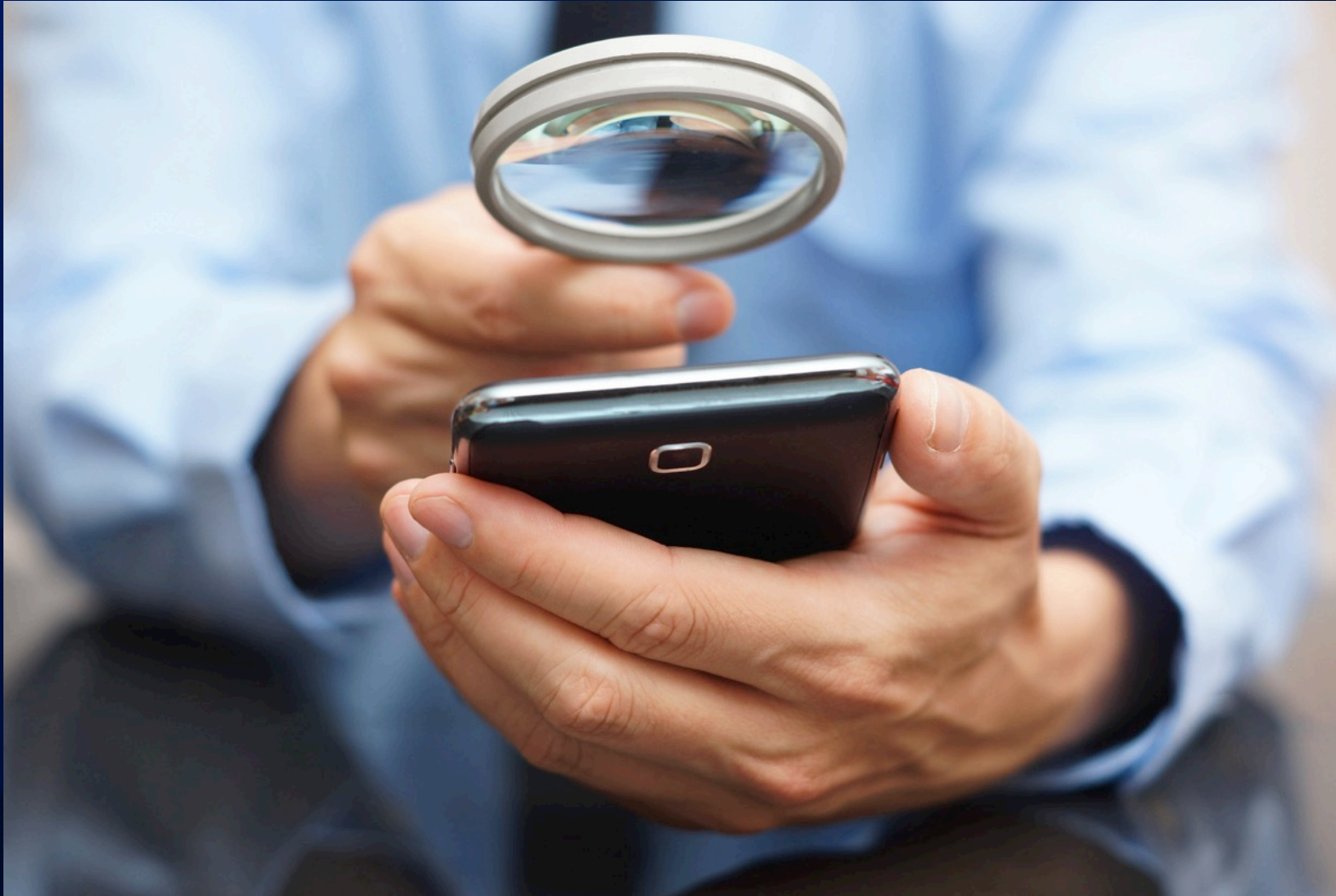
2

Personal and responsive

3

Personal with genuine emotion





CONVERSION QUALITY SCORE

1

Cold and impersonal

2

Personal and responsive

3

Personal with genuine emotion



CONVERSION QUALITY SCORE

1

Cold and impersonal

2

Personal and responsive

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Personal with genuine emotion



Efficiency vs. **EFFECTIVENESS**



AVERAGE QUALITY SCORE

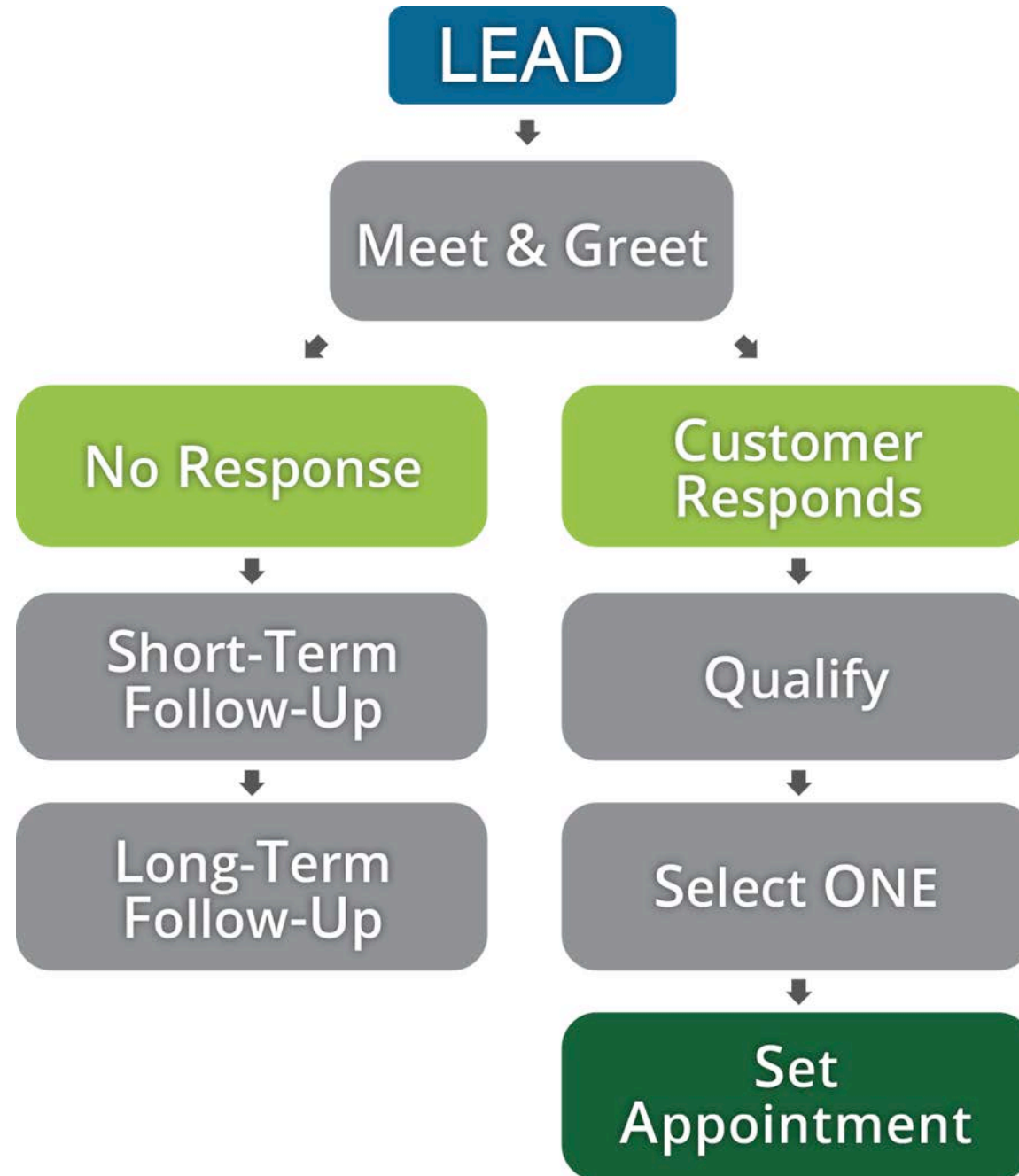
0.8

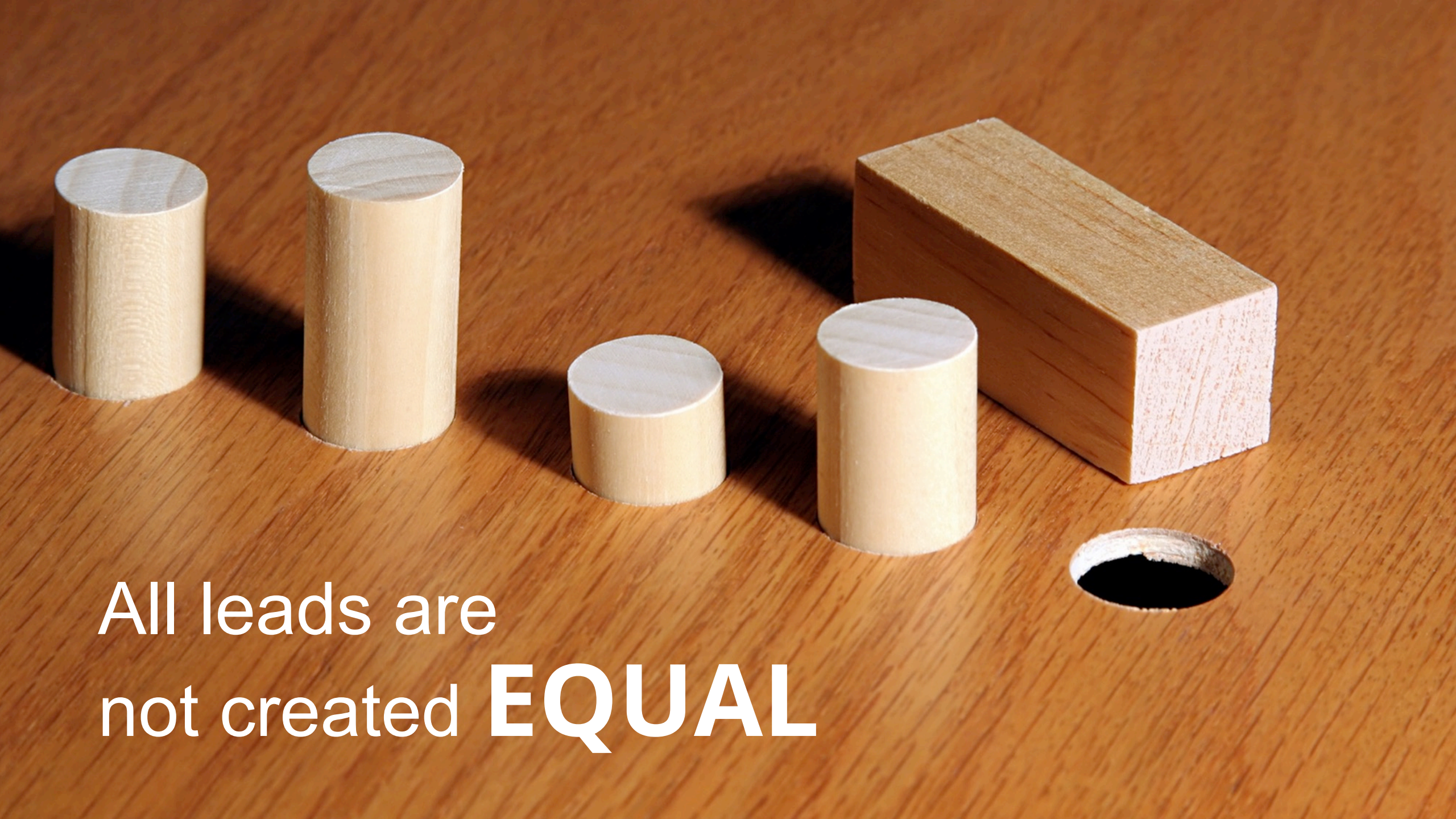
OUT OF 3

HIGHEST QUALITY SCORE

2.3

OUT OF 3





All leads are
not created **EQUAL**



Be Responsive.

Be Personal.

Be Persistent.

Be Effective.

Because NO ONE else is!

