

HOME BUILDERS: AVOID THESE 4 *Costly* MISTAKES



OVERLOOKING FIRST-TIME BUYERS



of all buyers
are first-timers

Entry-level homes
account for nearly



online searches

Most wanted:
homes in the range of

**\$150,000
TO
\$250,000**



HAVING AN OUTDATED WEBSITE



86%



of home buyers start
their search online

51%



of buyers find their
new homes on
the internet

62%



of millennial buyers
say web content
drives brand loyalty



NEGLECTING CUSTOMER CARE

More than

85%



of consumers consult
customer reviews

8 IN 10

will change their minds
based on bad reviews



Builders with happy
customers sell

50%



of their homes
from referrals

NOT OFFERING A HOME BUILDER'S WARRANTY



Warranty companies
paid

**\$574
MILLION**

in claims last year



A structural failure
costs builders an
average of

\$42,000



6

IN 10

buyers strongly value
home warranties



Professional
Warranty Service
CORPORATION
Confidence You Can Build On.
www.pwsc.com

Sources
pwsc.com
nar.realtor
blog.resaas.com
constructiondive.com
builderonline.com