



BUILD YOUR STARS



Turn your reviews into returns with Avid Ratings [LEARN MORE](#)

Homebuyer Expectations in the Digital Landscape

by: *Paul Cardis*



More of our client's customers rely on finding data, reviews, research and products in the digital space. As homebuyers continue to spend more time on their mobile devices, many companies in our industry are marketing their homes in the same traditional way. Avid understands the need for builders to provide customers with interactive experiences in the constantly evolving digital landscape, and we work hard to do just that with the products and services we offer.

[READ MORE](#)

Customer-Obsessed Leadership

by: *Tim Bailey*



Only "customer-obsessed leaders" can create customer-centric companies. There are many great examples of these types of leaders including Walt Disney, Howard Schulz of Starbucks, Jeff Bezos of Amazon and countless others. Each of these leaders have very different businesses and often very different customers. They do, however, all share the same unwavering understanding that customers are the most critical asset in business. Customer-centric homebuilders have also leveraged the customer experience as a key differentiator from the competition and the effort is generating great returns.

[READ MORE](#)



Tip Of The Month
Use Web Monitor to
Oversee Online Reviews

Featured GoTour
Polaris Pacific
Grand Penthouse 3

- Feb. 12-13, 2018: [Residential Construction Industry Conference \(RCIC\)](#)
- Feb. 21-22, 2018: [EnerQuality Innovation Forum](#)
- March 21-23, 2018: [CHBA National Conference](#)
- May 14-16, 2018: [Housing Leadership Summit](#)

Industry News

[Construction Gains 30,000 Jobs in December](#)

[Interior Design Trends Expected to Take Hold in 2018](#)

[8 Construction Trends to Watch in 2018](#)

[Smart Apps for the Construction Industry](#)

[Designing for New 'Family' Households: An Untapped Opportunity](#)



© Copyright 2018 Avid Ratings | 608-824-2500
[Privacy Policy](#) | [Terms of Use](#) | [avidratings.com](#)

STAY CONNECTED

