Research Presentation

LEADING IN THE NEW HOME BUILD MARKET

Today is about the new home build market
- Its consumers & their struggles
- Their path to purchasing a new home & ways to lead in this market

SHORT LIST CONSIDERATIONS...
- BUDGET
- CRITERIA
- LOCATION
- BLOCK
- PRICE

What buyers want from builders
They need a clear understanding so they can be in control and enjoy the lengthy process.

Along their path, there are many unmet needs

BUILDERS
- BUILDER A
- BUILDER B
- BUILDER C

CONTENT & SERVICE
- is education on the whole process to make it easy
- is a genuine interest and support from start to finish, and all the information, care and time to get it right

The Dream
We like the area we live in and decided to do the knock down rebuild. We like the location, it was cheaper for us to build on it.

Partner with me on the journey
Help me find my way

If a builder is not on the short list at the end of the Engaging Phase, they won't get back on the short list.
OUR PURPOSE

We set out to understand the journey of a new home buyer - understand their needs and find the opportunities for both builders and News Corp Australia to lead in market.

The objectives of this study were to:

- Measure the pull factors
- Find the role that media and marketing play
- Discover the emotions and interests of the journey
- Identify new sales tactics and ways News Corp Australia to influence them along the path

A CONSUMER-LED JOURNEY

Ultimately we want to trace a consumer journey where the buyer feels control and happy.

The journey requires a combination of content and service.

Content - marries information and education on the journey including building process of a new home or build. The independence factor is important as the information and education consumers require resonates with their lifestyle and personality.

Service - to engage people and support them on each stage of the journey, comfortable and informed. When people feel the service is easy, they are more likely to recommend the service to others.

Service and information - are the two elements that the consumer needs to feel control and assured. They need to feel in control and able to move the process forward. The service must be easy to use and the information must be clear and concise.

If you saw great design - fantastic - that in my dream home and the company were not bad but not great in terms of the way they dealt with you, would you persevere for that design?

-MELBOURNE BUYER
Inside Sydney’s homes of the future

With Sydney’s population set to hit five million, homes are going to get smaller and taller and new builds will be faster. Take a look at the homes of the future.