



NEW HOME SALES

WBNL Podcast Episode 68

<http://wbnlpodcast.com/episode68/>

Create your account at

<https://newhomesourceprofessional.com/homeconnectamerica>

Video Training Series for New Home Source Pro

<https://www.newhomesourceprofessional.com/newhomeguide/articles/new-home-source-professional-site-training-video-1>

Pros

- It's not a complicated sale!
- New home models show great
- New home sales agents are generally well-trained and good at helping convert the sale
- Benefits to buyers
- No one has ever lived in the home
- Choosing upgrades and options to suit their needs and taste
- Eco-Friendly; latest tech Energy-Efficient
- Floor plan designs and options
- Builder warranties
- <https://www.newhomesource.com/guide/articles/top-10-reasons>

Cons

- May be a higher price per sq ft than resale homes
- Longer sales cycle
- Not all builders pay a commission
- Client may go to new home site and register with out you
- All builders are not equal
- Upgrades are not cheap!

Top Tips for Adding New Construction to Your Residential Toolkit

1. **Preview new home communities.** Know the inventory, builder incentives, standing inventory and if the builder pays a commission. Get the builder brochures, sales material pricing sheets, etc. and assemble a New Builder folder or Binder for easy reference
2. Meet and build relationships with onsite sales agents

Questions to ask onsite sales agents:

- a. **What is the registration process?** Can you register a client online? Do you have to take them to the community and register them in person? How long is the registration good for? Is the registration good for all communities by that builder?
 - b. What is the commission? Paid on base price?
 - c. Do you have any standing inventory/move-in ready or properties being built and available?
 - d. Are there any current buyer incentives? (Closing costs, upgrade credits)
 - e. What is typical build and delivery timeframe?
 - f. Can you tell me more about what is included in base price? Do you have a list of options and upgrades with pricing?
3. **ALWAYS discuss new homes during the buyer consultation** – “Have you considered new homes?”
Discuss why they need you as their agent – the on-site agent is representing the builder.
 4. **Advertise new homes for lead generation (Get permission of the builder – use New Home Source listings)**
 - a. Social media – Facebook and Instagram ads
 - b. Video tour of new homes
 - c. Interview on-site agents
 - d. Blog posts about new home community, builder spotlight