

Five Simple Ways To Improve The Performance Of Your Online New Home Listings



By: Paul Gruber, Sr. Product Manager, BDX

Every day we have discussions with builders about online marketing performance. From setting benchmarks to ongoing measurement, our experts can provide unique insight into a builder's online marketing initiatives.

One of the most common questions we receive is -- *What can I do to improve my performance?* We always start the discussion with builder data -- what elements are you including with your listings and what can you add to make them even better. We recently performed some analysis on builder data across the BDX network and below are some of our findings. Here are our top five ways to see a lift in your leads and click-thrus.

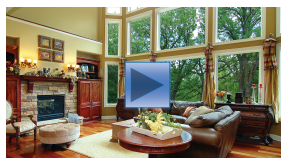
INCLUDE COMMUNITY IMAGES WITH YOUR LISTINGS

Most builders include renderings or images of their homes and floor plans with their listing, but one of the most effective ways to improve performance is to include community images as well. Builders who included images of amenities like the pool, clubhouse, or golfcourse, saw 28% more leads and 20% more click-thrus than builders without any community images. Including these community features helps people envision themselves living in your neighborhoods and gets them one step closer to taking action.



EMBED VIDEO TO BRING YOUR HOMES TO LIFE

We've all see the stats about the power of rich media and the impact video can have on consumer behavior. When it comes to showcasing your homes' features, video is powerful, dynamic and emotional. So it's no surprise that embedding video directly into your BDX listing can have a significant impact. Builders with embedded video saw a 28% increase in leads and a 36% increase in click-thrus to their website.



DON'T FORGET TO FEATURE HOT HOMES AND PROMOTIONS

BDX gives builders the ability to highlight "Hot Homes" and promote special offers to potential new home buyers. This is something that almost every builder can take advantage of -- and those who do have seen a

BETTER DATA IMPROVES PERFORMANCE

Data Element	Leads	Click-Thrus
Adding Community Images	↑ 28%	↑ 20%
Embedding Video	↑ 28%	↑ 36%
Including Hot Homes	↑ 17%	↑ 12%
Featuring 2 or More Promotions	↑ 20%	↑ 19%
Having 3 or More Spec Homes/Comm	↑ 19%	↑ 19%

significant lift in their performance. Not sure what makes a "Hot Home"? Chances are there's something you can highlight. We've even put together a blog post on the topic to give you some ideas.

MAKE SURE YOU'RE INCLUDING ALL OF YOUR SPEC HOMES

Most builders have multiple spec homes, but only include one or two with their listing. It's basic math: The more spec homes you include with your listing, the higher your performance. In fact, builders with 3 or more specs saw a 19% increase in both leads and click-thrus. So don't hold back -- the more the merrier.

IN SUMMARY:

There are five ways that you can improve the performance of your BDX listings today:

- Include Community Images
- Utilize Embedded Video
- Don't Forget Your Hot Homes
- Highlight Your Promotions
- Upload All Of Your Spec Homes

READY TO IMPROVE YOUR PERFORMANCE? CONTACT YOUR ACCOUNT MANAGER AT [SUPPORT@THEBDX.COM](mailto:support@thebdx.com)

Paul Gruber is Senior Product Manager for Builder's Digital Experience. He manages all consumer-facing online properties, including NewHomeSource and Move New Homes as well as other niche new home websites, and BDX's internal reporting portal: BDXLive. Paul has 15 years of experience in websites, web-delivered software solutions, including product and consumer marketing. To learn more about BDX, and opportunities to effectively market your new homes online, visit us at www.theBDX.com.

Beyond the Lead: Continued...

“These ‘incremental’ offline and time-delayed actions are those you value the most, and that directly contribute to prospect activity and home sales.”

TRACKABLE ACTIONS		ESTIMATED ACTIONS									
Website	Total Reach	Total Views	Total Clicks	Total Conversions	Total Leads	Total Sales	Total Value	Total Cost	Total Profit	Total ROI	Total
Real Estate	15,000	2,000	200	100	✓	✓	✓	✓	✓	✓	2,000
move	15,000	2,000	200	100	✓	✓	✓	✓	✓	✓	2,000
HomeAdvisor	15,000	2,000	200	100	✓	✓	✓	✓	✓	✓	2,000
Trulia	15,000	2,000	200	100	✓	✓	✓	✓	✓	✓	2,000
msn	15,000	2,000	200	100	✓	✓	✓	✓	✓	✓	2,000
Aol	15,000	2,000	200	100	✓	✓	✓	✓	✓	✓	2,000
HomeAdvisor	15,000	2,000	200	100	✓	✓	✓	✓	✓	✓	2,000
MLS.com	15,000	2,000	200	100	✓	✓	✓	✓	✓	✓	2,000
HomeAdvisor	15,000	2,000	200	100	✓	✓	✓	✓	✓	✓	2,000

