

# Homebuilder Online Follow-Up Survey



Jen Barkan  
Do You Convert



Are we able to pick a homesite  
and build and what incentives do  
you have right now?

The Request

The Specifics

The Logistics

What's Tracked

- Noted a specific community of interest
- Asked a question
- Filled out all requested fields
- Provided email address and phone number

The Request

The Specifics

The Logistics

What's Tracked

- 30 of the Top 100 Builders
- Monday - Friday
- Between 9 - 5 pm
- Excluded lunchtime

- Follow up quantity and quality
- Initial response time
- Personalization
- Phone greeting, qualification, appointment, objection handling
- Handoff process
- Chat & Text

# Initial Response Type Summary

Email



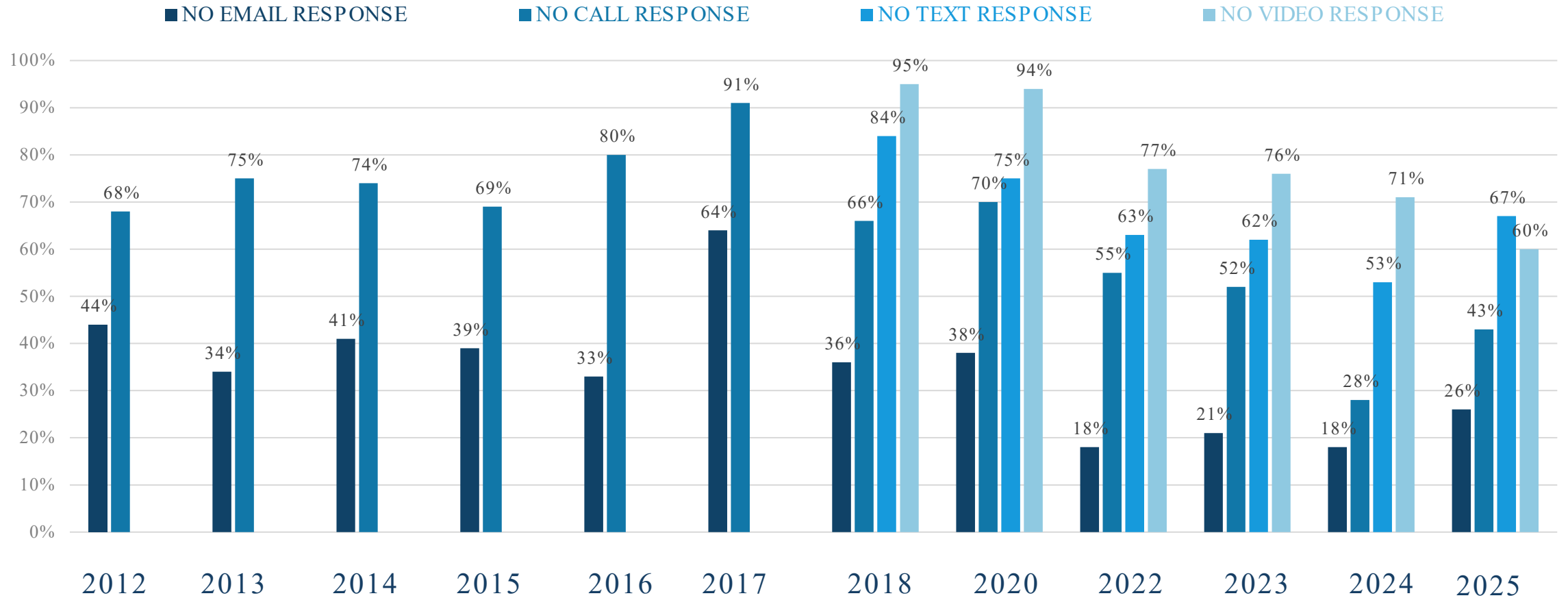
Phone



Text

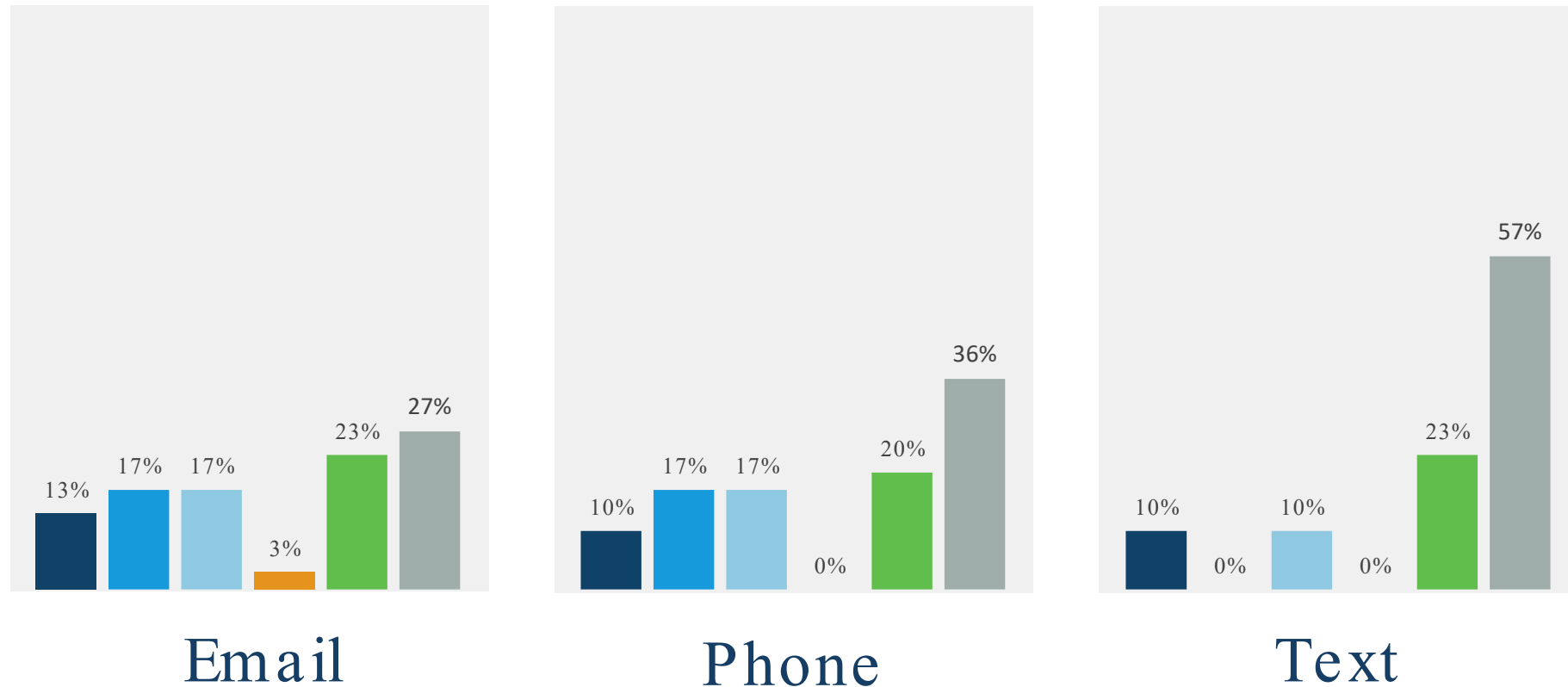


# Year Over Year Summary

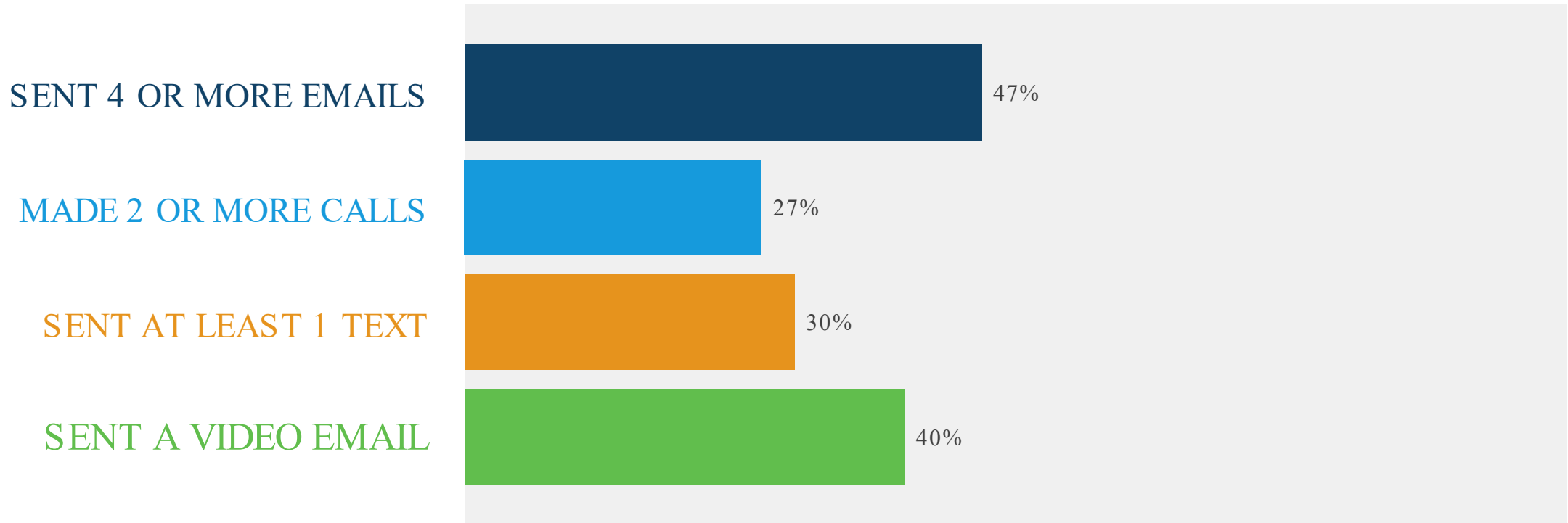


# Response Time Summary

■ <15 MINUTES   ■ <1 HOUR   ■ <4 HOURS   ■ <12 HOURS   ■ >12 HOURS   ■ 0 RESPONSE



# Quantity of Follow Up Response Type



# Personalization Summary

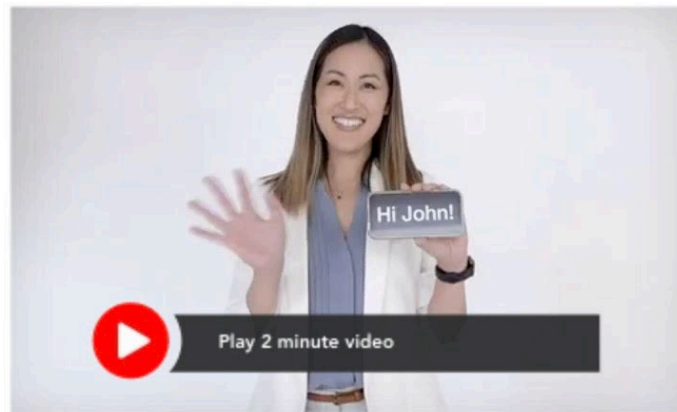
43%

personalized the  
initial response

71% in 2024

# Personalized Follow Up Video

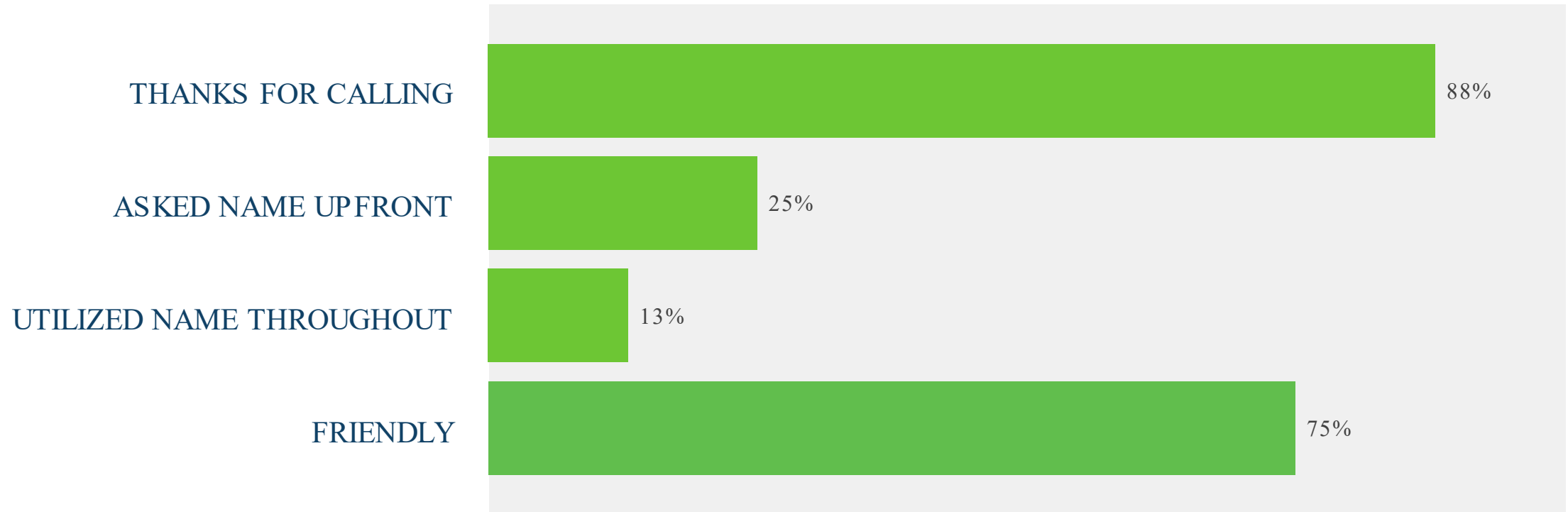
Only ONE of the builders that sent a video email personalized it



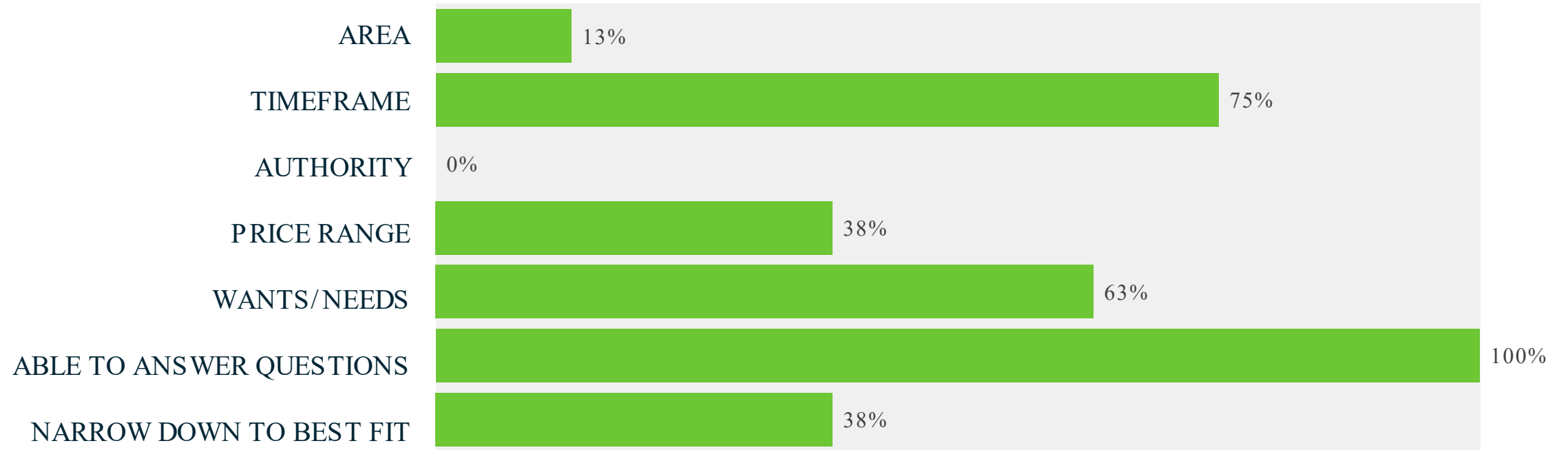
1 sent personal video email

# Live Phone Shop

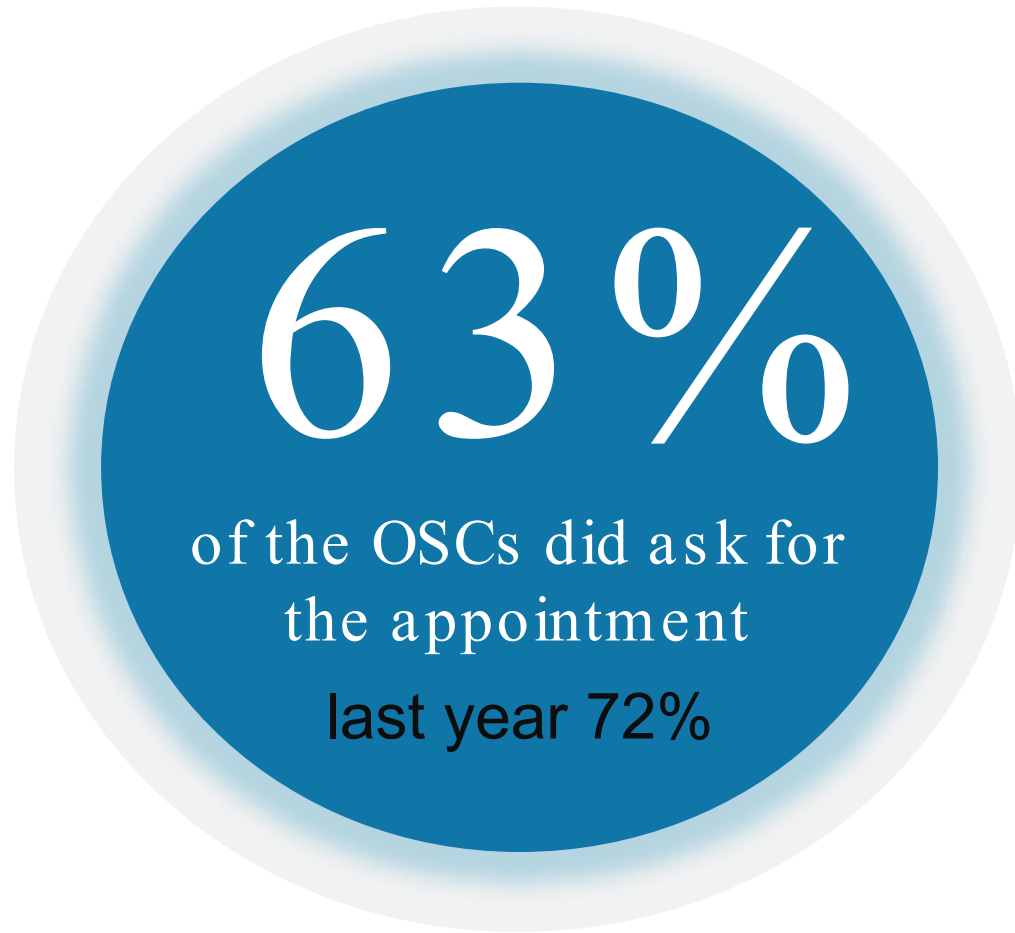
# Live Phone Shop: Greeting



# Live Phone Shop: Qualifying Areas



# Live Phone Shop: Results Summary



20% builders did not  
answer the call.

# Live Phone Shop: Results Summary

3

# Live Phone Shop: OSC Handoff Summary

3

of the OSCs  
sent the tour  
confirmation

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3

of the OSCs  
confirmed the  
day before

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2

of the Onsites  
sent an intro  
email

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0

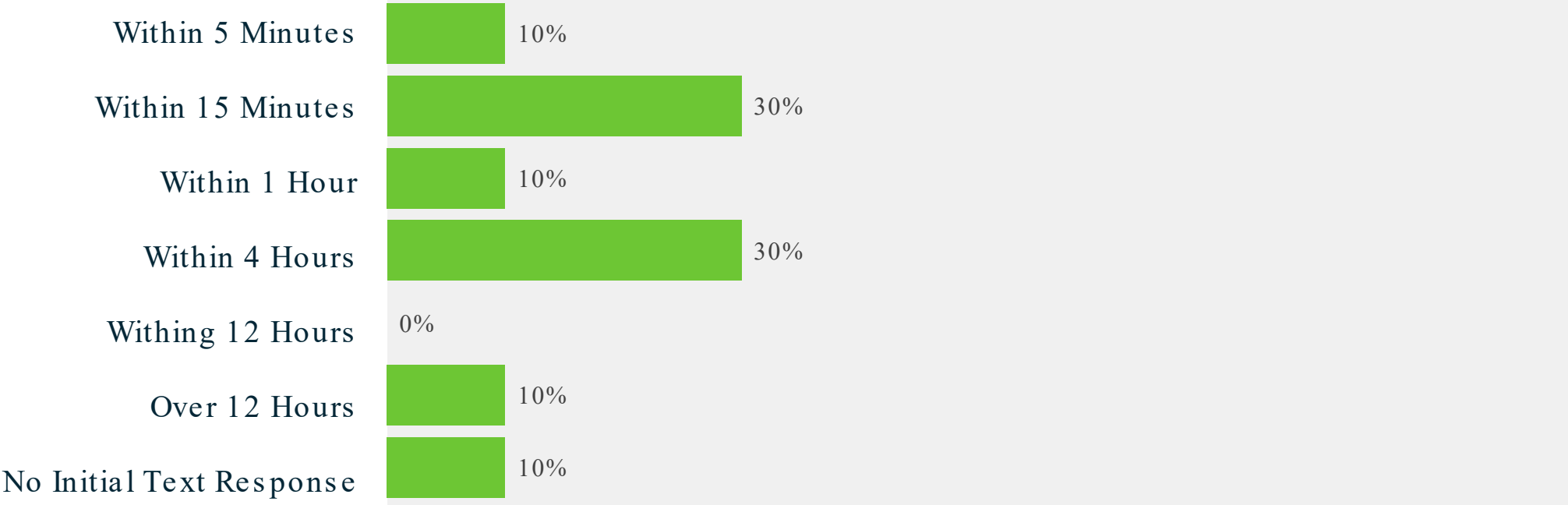
of the Onsites  
sent an intro  
call/text

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# Live Text Shop

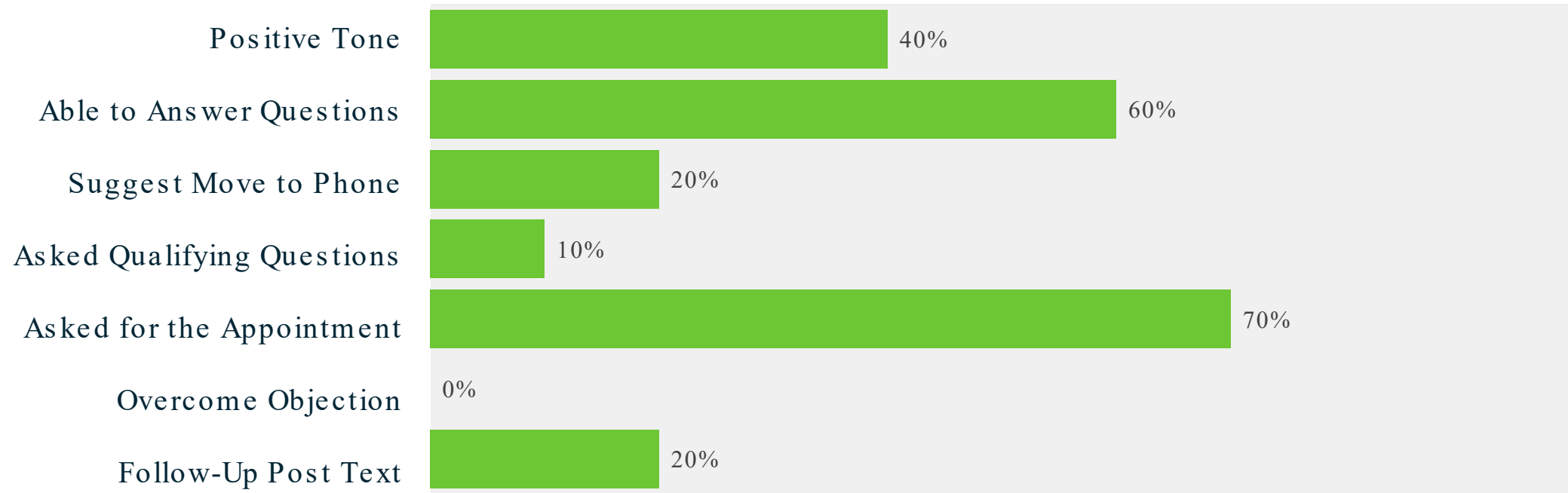
# Text Response Time

## 30 Day Post Follow Up



# Text Quality

## 30 Day Post Follow Up



# Live Chat Shop

# Chat Bot / OSC

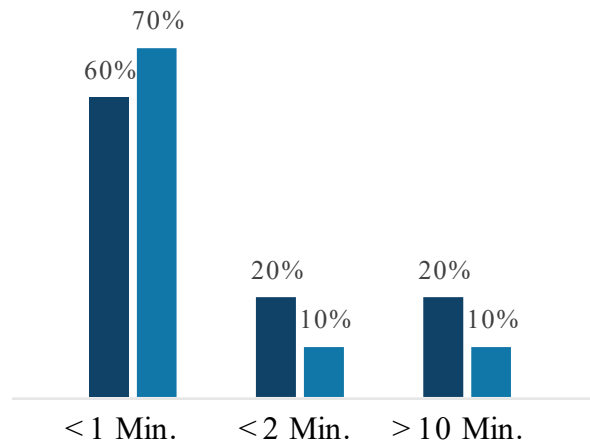
33% of chats were a bot

67% of chats were a human

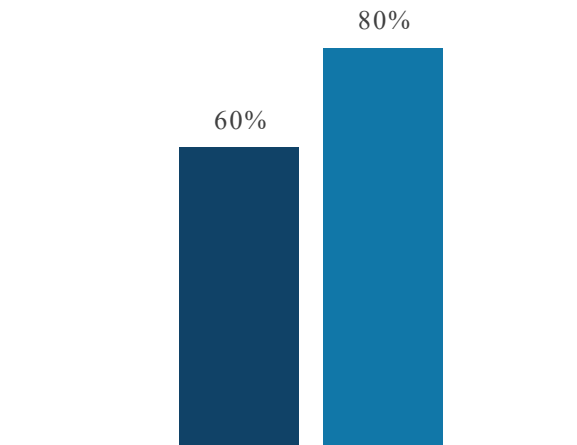
# Better than a bot?

# Chat Bot vs OSC

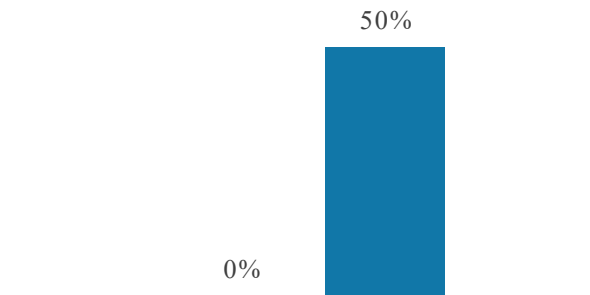
Response Time



Remains Active & Engaged



Able to Answer Questions About Available Lots/Incentives

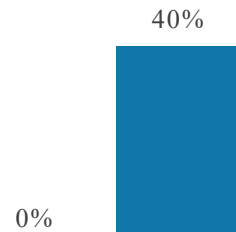


Chat Bot

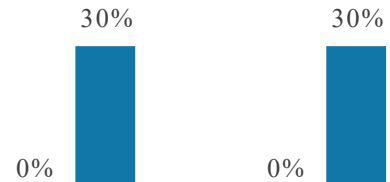
OSC

# Chat Bot vs OSC

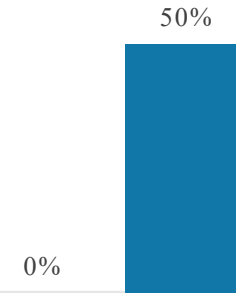
Asked to Move a  
a Phone Call



Asked Qualifying  
Questions



Suggest Tour



Chat Bot

OSC

# Over the Course of 11 Months

91 voicemails  
Compared to 6 in 2024

9 videos  
3 from construction

88 text messages  
Compared to 11 in 2024

1 personal video

3,425 emails

Compared to 2,396 in 2024

3% personal looking

Compared to 8% in 2024

# How Do Epcon OSCs Compare?

- 100% personalized first email
- 70% sent 4 or more emails & made 2 or more calls
- 70% asked for the name up front
- 100% able to answer questions
- 100% determined area & timeframe
- 70% determined wants/needs/motivations
- 100% asked for the appointment

# Coming Soon!





# Quick Hits

- Ramp Up Personalization
- Linger Longer
- Discover Don't Dump
- Make Prospecting a Priority
- Be Better Than a Bot



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