
The Modern Buyer Playbook

What's Changed and What Hasn't

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Your buyer already has an opinion before they walk in.

90%

of homebuyers report significant stress during the buying process

92.8% → 75.8%

buyer satisfaction drop from sales phase to warranty

97% → 71%

willingness to recommend, from purchase to post-move-in

That drop-off is not a product problem. It's a process problem — and it happens in the window where you have the most control.

They're connected, deliberate, and they've done the homework.

Your 55+ Buyer Is Online

85%

of adults 50–64 own a smartphone

78%

of adults 65+ own a smartphone

9 in 10

U.S. adults use the internet daily

The Forever-Home Buyer

Age 40+

Median first-time buyer age, a record high (NAR 2025)

28%

Say this is their forever home

15 yrs

Median expected tenure in new home

They are not resistant to technology. They are selective about it.

Technology changed the timeline.

It didn't change the goal.

TRUST

They want to believe you'll deliver what you promised — and that you'll tell them first if anything changes.

CLARITY

Not information overload. They want to know exactly where they are and exactly what comes next, always.

CONNECTION

They want to feel like a person, not a transaction. No app replaces a team that genuinely cares.

These have been true for 40 years. They will be true for 40 more.

Three places where good builders lose good buyers.

01

Communication Lag

Response time that was acceptable in 2019 now signals something is wrong. For a 55+ buyer who expects professional-grade service, delay reads as a red flag.

02

Post-Contract Silence

The biggest satisfaction drop happens after the sale, not during it. Buyers who feel forgotten mid-build are a cancellation risk — often before you realize it.

03

Handoff Breakdown

Every time your buyer has to re-explain who they are, trust erodes. The experience of being passed around cancels out the quality of your product.

Case Study: French Brothers | Post-close communication was inconsistent and dependent on individual warranty techs. By centralizing in NoviHome, homeowners always have a clear point of contact — even when staff changes. Implemented in one month.

Speed matters. Substance matters more.

2019 Expectations

Email response in 24–48 hrs

Monthly construction updates

Info shared when requested

One primary contact

2026 Expectations

Response same day, ideally within hours

Proactive milestone updates before they ask

Info pushed before the question forms

Consistent experience across every touchpoint

Messaging clarity beats volume every time. One clear, relevant message lands harder than five generic ones.

Buyers who feel informed don't go dark.

The 2am Test

Imagine your buyer wakes up at 2am anxious about their build. What do they find when they open their phone?

If it's a week-old email chain and a PDF from contract signing — anxiety compounds.

If they can see their milestone progress, their timeline, and a message from your team from yesterday — anxiety resolves.

You didn't have to be awake at 2am. The process handled it.

Fulford Homes

80%

reduction in unannounced site visits

Abrazo Homes

75%

reduction in unannounced site visits

Two builders. Same result. When buyers feel informed, they don't show up uninvited.

Technology creates space for more human moments, not fewer.

| Automate This |
|---------------------------|
| Routine milestone updates |
| Document reminders |
| Status notifications |
| Generic check-in messages |

| Be Human Here |
|--------------------------------|
| The call when the roof goes on |
| The design center walkthrough |
| A handwritten note at closing |
| When a buyer gets cold feet |

Level Homes — Alicia Wilson, 13-year sales veteran

Uses NoviHome to automate routine updates, freeing her for the moments that matter — a Merry Christmas message through the app, consistent progress photos to pre-sold buyers. One pre-listing generated two contracts from buyers already engaged before the home was available.

Let's hear from you.

What frustrates your buyers most?

A Not knowing where they are in the process

B Slow or inconsistent communication

C Feeling like they're being passed around between people

D Gaps between what was promised and what happened

Three shifts you can make this week.

No new technology required for at least two of these.

1

Audit your post-contract silence

Map the first 60 days after a buyer signs. Count proactive outreach — not responses, outreach you initiated. For a 55+ buyer making a forever decision, fewer than 6 touchpoints is a gap.

2

Replace 'checking in' with something specific

Before any message goes out, ask: does this tell them something they don't know? Does it tell them what comes next? If not, rewrite it. Relevance over frequency.

3

Own your handoff moments personally

Identify every transition where your buyer moves from one person to another. Build a personal introduction into each one. Not a forwarded email — a moment where someone says: you're in good hands, here's what comes next.

French Brothers after improving buyer communication: +12% overall CX (86.4%) | +21% post-close satisfaction (88%) | Survey response rate 2.5x (38.3%, up from 15%)

A great buyer experience isn't accidental. It's documented.

01

Written Communication SOPs

Define who communicates what, when, and how across every stage: pre-contract, post-contract, construction, closing, warranty. If it only exists in someone's head, it doesn't exist as a process.

02

Communicated Internally

Your sales, construction, and closing teams need to operate from the same playbook. In a franchise model, your brand promise is only as strong as your least consistent location's execution.

03

Acknowledged by Buyers at Contract

Walk your buyer through what the experience looks like at signing. What they'll receive, when they'll hear from you, who to contact at each stage. Put it in writing and ask them to acknowledge it.

The goal isn't to script every interaction. It's to make sure no buyer ever falls through a gap because nobody knew whose job it was.

The Playbook

| What's Changed | What Hasn't | The Move |
|--|--|-------------------------------------|
| Speed of information & buyer expectations | Trust is earned through consistency | Document the process |
| The cost of post-contract silence | Clarity converts more than volume | Own the handoffs |
| How your 55+ buyer reads your communication habits | People buy from people — and refer people who made them feel something | Show up for the moments that matter |

Epcon has built for this buyer for 40 years. The next 40 belong to builders who match their product quality with their process quality.

Questions?

The best buyer experience isn't the most high-tech one.
It's the one that makes your buyer certain they made the right choice.

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