

Linear Home Sales Is Dying: Adapting to the On-Demand Homebuyer

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Linear Home Sales Is Dying

What the on-demand consumer
is telling builders,

whether we're listening or not.



A Simple Question

When was the last time
you waited patiently...



A Simple Question

When was the last time
you waited patiently...

for something you knew you
could get **instantly** somewhere else?



This isn't a marketing problem.



This isn't a marketing problem.

It's a **control** problem.



Linear Experiences Are Dying Everywhere

Linear **TV** is dying.



Linear Experiences Are Dying Everywhere

Linear **TV** is dying.

Linear **shopping** is dead.



Linear Experiences Are Dying Everywhere

Linear **TV** is dying.

Linear **shopping** is dead.

Linear **transportation** is gone.



How Linear Models Work



How Linear Models Work



How Linear Models Work



We decide the timing.



You adjust your life.

Why TV Is a Perfect Example

Live sports are the only thing
keeping linear TV alive.



On-Demand Media Wins



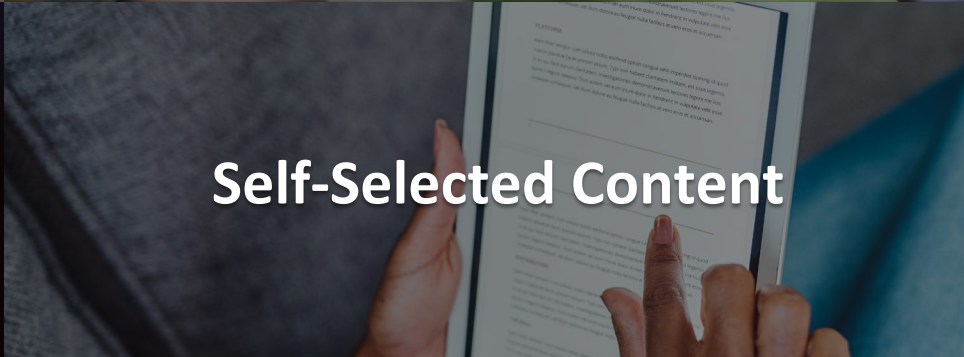
Podcasts



YouTube



Streaming



Self-Selected Content

Why Self-Service Wins

- ✓ Fast.
- ✓ On demand.
- ✓ In your control.
- ✓ On your timeline.
- ✓ Your way.



What Buyers Are Avoiding

- ❌ Sales pitches.
- ❌ Advertising.
- ❌ Waiting.
- ❌ Poor service.
- ❌ Awkward interactions.
- ❌ Inconvenience.



The Uber Story

From flagging cabs...



The Uber Story

From flagging cabs...

to **total control.**



The Last Friction Point

The human driver.



What This Means for Builders

Buyers want **control** before **contact**.



The Modern Home Shopper Journey



Attract & Educate

Your website is not a brochure.

It's a **self-guided research assistant.**



SEO & Content Strategy

- Educational.
- Local.
- Helpful.
- Discoverable.



Real Estate Portals & Paid Media

Completeness beats cleverness.

Brevity beats confusion.



COMMUNITY

Windell Woods

113 Windy Dell Drive, Tega Cay, SC, 29708 by Shea Homes ★ 4.1 [105 Trustbuilder reviews](#)

From \$698,000

3-4 Beds 2-4 Baths 2 Car garage 2,610 - 3,337 Sq Ft

3 Total homes 4 Floor plans

Community highlights

About Windell Woods

Come home to Windell Woods, a brand new development in desirable Tega Cay, South Carolina, featuring an intimate community of newly built single-family homes to fit your lifestyle. Located less

Innovative Tools: Interactive Floor Plans

EPCON

Exterior Interior



Portico - Courtyards at White Oaks

Courtyards at White Oaks

 2 BEDS	 2 BATHS	 2 GARAGE	 1777 SQFT
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Front Elevation

-  Elevation A
-  Elevation B
-  Elevation C

Bonus Suite

- No Bonus Suite
-  Bonus Suite

Innovative Tools: **Virtual Tours**

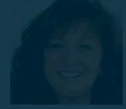
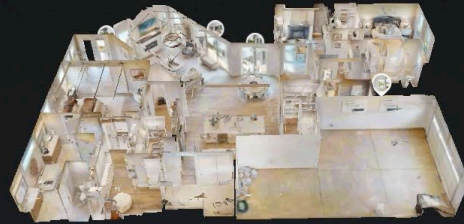


Innovative Tools: **Video Content**



Innovative Tools: 3D Walkthroughs

Virtual Tours



KIM DUNBAR



Have Questions?
I Can Help

Reach out via phone or email for
prompt answers to your questions.

740.227.4719

SEND AN EMAIL →

DOWNLOAD BROCHURE →

MORTGAGE CALCULATOR →



Community Gallery



Innovative Tools: User-Schedule Appointment Tools



KIM DUNBAR

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I Can Help.

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[SEND AN EMAIL →](#)

COMMUNITY HOURS

Mon: 11:30am - 5pm
Tue-Wed: By Appt.
Thu-Sat: 10am-5pm
Sun: 12pm-5pm

COMMUNITY ADDRESS

8109 Woodhull Way
Jerome Village-Plain City, OH 43064

[GET DIRECTIONS →](#)

PHONE

740.227.4719

[REQUEST AN APPOINTMENT →](#)

[REQUEST INFO →](#)

[SCHEDULE A SELF-TOUR →](#)

Innovative Tools: Self-Guided Tours



Self-Tours on Your Schedule

Home shopping has never been this easy. Now you can enjoy private self-tours of new homes ready for you to explore. And you can do it whenever works best for you. Just follow the simple steps below and you'll be on your way.

1 Choose a Home

Search our collection of new homes ready to tour today.

2 Select a Time

Register and reserve a time to visit and enjoy a private self-tour.

3 Get Your Entry Code

Receive a digital code to unlock the front door.

Your code will expire after your scheduled tour time.

Get Started

UTour | Powered by  Zonda.

Innovative Tools: Design Studio Preview Tools





*The Courtyards at
White Oaks*
Jerome Village-Plain City, OH

REQUEST INFO →









Micro-Engagements


 Save this plan.


OVERVIEW HOME DESIGNS QUICK MOVE-IN HOMES SITE PLAN LENDERS


Single Family Homes
From the low \$500,000s to high \$600,000s

COMMUNITY AMENITIES:

- 
- 
- 
- 
- 
- 
- 
- 









My Saved Favorites

< COMMUNITIES

HOME DESIGNS

QUICK MOVE-IN >

Micro-Engagements



Personalization dashboards
(i.e. “my favorites”).



[VIEW DETAILS →](#)

DETAILS

FLOOR PLAN

Single Family Home Priced at \$669,900 Available Now!

3 Bedrooms

3 Bathrooms

2,276 Sq. Ft.

2.5 Car Garage



Micro-Engagements



Check availability.



Micro-Engagements



Request photos.

REQUEST AN APPOINTMENT



REQUEST INFO



Palazzo at The Courtyards at White Oaks

Please fill out the form below and a member of our team will connect with you shortly.

FIRST NAME*

LAST NAME*

EMAIL*

PHONE*

COMMENTS

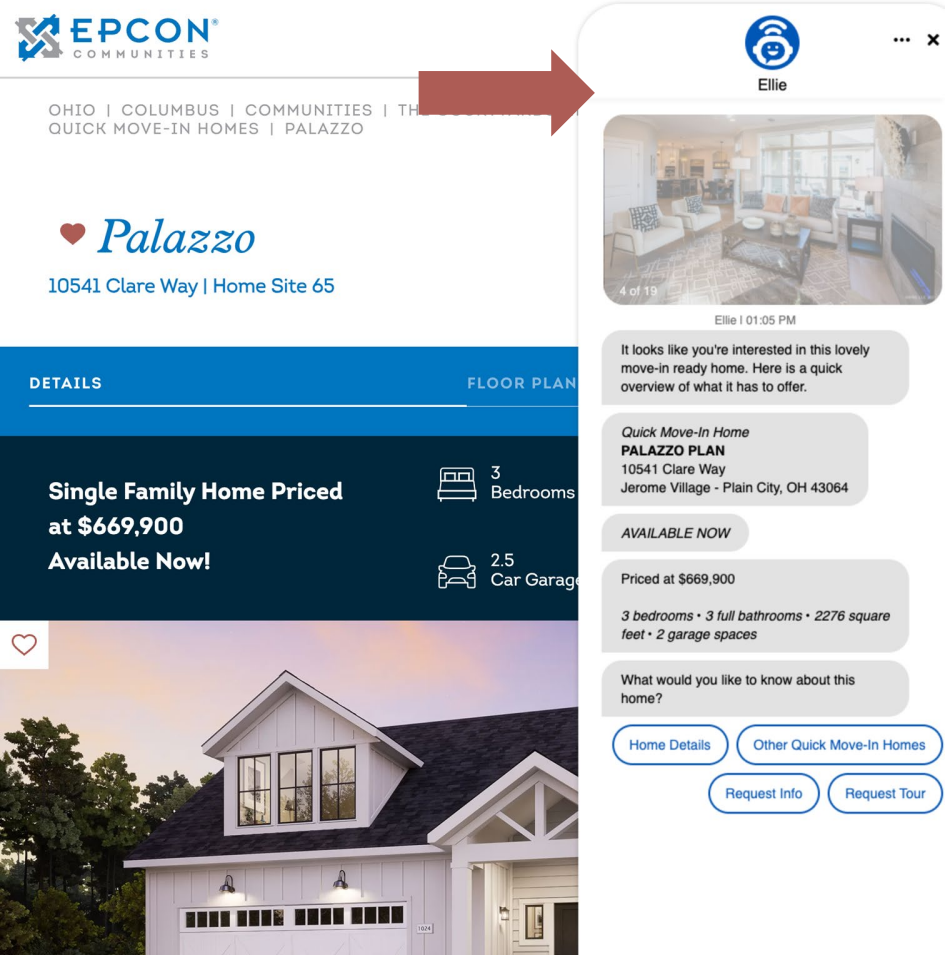
- *By checking this box and pressing the button below you agree that Epcon Communities and its affiliates may contact you by phone, mail, or email regarding the homes or leasing opportunities in which you have indicated an interest and special offers available to you. Epcon Communities may store or use information that you provide. Any information submitted will not be sold to third parties.
- By checking this box and pressing the button below, you agree that Epcon Communities may contact you by text message to communicate and/or share promotional messages.

SUBMIT →

*Required fields

Micro-Engagements

 Chat live.



The screenshot displays the EPCON Communities website for the Palazzo property. At the top, the EPCON logo is visible, followed by navigation links: OHIO | COLUMBUS | COMMUNITIES | THE QUICK MOVE-IN HOMES | PALAZZO. A red arrow points from the website to a live chat window on the right. The property listing for Palazzo is shown, including the address 10541 Clare Way | Home Site 65. A dark blue banner highlights the property as a "Single Family Home Priced at \$669,900 Available Now!" with icons for 3 Bedrooms and 2.5 Car Garage. Below this is a photo of the exterior of the house. The live chat window on the right is titled "Ellie" and contains a photo of the interior, a welcome message, property details, and buttons for "Home Details", "Other Quick Move-In Homes", "Request Info", and "Request Tour".

OHIO | COLUMBUS | COMMUNITIES | THE QUICK MOVE-IN HOMES | PALAZZO

♥ *Palazzo*
10541 Clare Way | Home Site 65

DETAILS FLOOR PLAN

Single Family Home Priced at \$669,900 Available Now!

3 Bedrooms
2.5 Car Garage

Ellie

4 of 19
Ellie | 01:05 PM

It looks like you're interested in this lovely move-in ready home. Here is a quick overview of what it has to offer.

Quick Move-In Home
PALAZZO PLAN
10541 Clare Way
Jerome Village - Plain City, OH 43064

AVAILABLE NOW

Priced at \$669,900

3 bedrooms • 3 full bathrooms • 2276 square feet • 2 garage spaces

What would you like to know about this home?

Home Details Other Quick Move-In Homes

Request Info Request Tour

Engage & Nurture

Speed = **Respect.**



Personalization vs. Automation

Balance matters.



Social Proof

Stories sell.

Video wins.

Experience builds trust.

“

There comes a time when your lifestyle changes. This fits our new lifestyle.

DAVE AND DARLA
COLUMBUS, OH



“

It feels so good to be home.

LETA
CHARLOTTE, NC



“

Great sense of community.

HEIDI AND NINO
COLUMBUS, OH



Incentivize & Convert

Big asks fail.

Small bridges win.



Interested in a new home at Reservoir District?

Thank you for your interest in Reservoir District!

Our onsite sales center is open and here's how you can learn more:

- Private in-person meeting by appointment
- Virtual tours led by a sales manager

Simply complete this form and our team will be in touch shortly to schedule at your convenience.

FIRST NAME*

LAST NAME*

EMAIL*

PHONE

WHICH OF THE FOLLOWING BEST DESCRIBES YOU?*

- I PLAN TO PURCHASE A HOME WITHIN THE NEXT 6 MONTHS
- I WANT TO LEARN MORE ABOUT FLOORPLANS, SITE PLAN, OR PRICING
- I AM A LICENSED REAL ESTATE AGENT
- SOMETHING ELSE

ANYTHING YOU'D LIKE US TO KNOW ABOUT YOUR NEW HOME SEARCH?

Make It Easy

Book instantly.

Tour on your schedule.

No pressure.



Bridging Digital to Physical Experiences

Make in-person feel **earned**.



Elegance has a new address

New townhomes coming soon to Alexandria, VA

Leverage FOMO (Responsibly)

Real inventory.

Real urgency.

Real transparency.

Brookfield
Residential

55+ Villa Homes with
Main-Level Primary Suites at
The Crest at Linton Hall in Bristow, VA

Going, Going...
Almost Gone!



Last Chance for Villa Homes in Bristow's
55+ Active Adult Community

Don't miss your final chance to own a villa at The Crest at Linton Hall in Bristow, VA. This vibrant 55+ active adult community is designed for the way you want to live, offering stylish, main-level homes in a peaceful Bristow setting just moments from Northern Virginia's top conveniences. With only a few homes remaining, this is your last opportunity to make your dream home a reality.

Plus, for a limited time, enjoy up to **\$20,000*** in Flex Cash on select villa homes to use toward closing costs or rate buydown.

Schedule your tour today to claim your savings and secure one of the last villa homes before they're gone!

SCHEDULE A TOUR

taylor
morrison

3 DAY SALE*

Big savings, switched on.

This Friday, we're kicking off three days of exclusive offers.* Now is the time to ask us what's coming before they drop.

Get Early Access

There Is No Magic Bullet

Digital-to-physical conversion
is a discipline.



The Formula



Friction reduction

+




Emotional incentive

+



Irresistible experience

= Conversion



The Future of Home Sales

Meet buyers when they're ready for you.



Sarah Eckel

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