



 Zillow® New Construction

# Consumer Housing Trends Report 2019

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# Executive Summary

The landscape for new construction has changed ever so slightly since 2018, with new construction homes becoming somewhat more accessible to a broader audience of buyers.

With sales up year over year, 2019 is on pace to be the best year for new-home sales since 2007.<sup>1</sup>

Low mortgage rates — along with cooling competition in some markets and historically low inventory that appears to have largely bottomed out — are drawing new buyers into the housing market, even as the supply of homes continues to lag behind demand.

Those buyers may find new construction more attainable now than in the past as the median sale price of a newly built home peaked in late 2017 and has since trended down slightly.<sup>2</sup>

Most home shoppers — an impressive 64% of all buyers — are potential new construction customers who have either set their sights exclusively on a newly built home or are open to buying one, whether it be their first or third home, their dream home, or a place to raise kids.

Why those buyers peel off and buy existing homes is a subject we'll explore in depth.

All eyes are on the millennial generation,\* a diverse group who comprise the single largest generation of buyers of both existing and new construction homes. They differ from older generations in the way they shop for homes, in the type of homes and communities they're looking for, and in the degree to which they need help from trusted experts.

The process of buying new construction has some rough spots for consumers, especially those new to home buying. In addition to shopping for and financing a home, they're also trying to visualize a home and a community on what may still be dirt lots, evaluating a builder, and selecting floor plans and finishes — all for the first time.

It's a lot to ask, which explains why most buyers — especially younger ones — work with an agent who can guide their choices.

In the following pages, we'll introduce you to those buyers in depth, offer some tips and demonstrate opportunities for deeper connections with customers.

Over the next decade, 44.9 million people will turn 34, the median age of current first-time home buyers. That's a bump of more than 7% from the previous decade. We can't say whether those people will mirror previous generations in their home-buying activity, but we can say that they'll have a significant impact on the market just by their sheer numbers.<sup>3</sup>

\*See Methodology for cohort definitions.









# Buying New Construction in America

## Two generations with different priorities

As the wave of millennial home buyers continues to flow into the housing market<sup>4</sup> — representing the single largest generation of home shoppers — the face of the new construction buyer is changing in subtle but important ways.

For one thing, the typical new construction buyer today is younger and slightly more diverse. For another, their wants and needs differ, at times significantly, from older generations who are more likely to have owned a home before.

While older buyers appear to place more importance on the house itself, the youngest generation has a longer list of criteria that are extremely important to them. This is a reflection of their stage in life and the likelihood that they're balancing the interests of a wider circle of people that may include a partner, young children or even parents.

Compared to other generations, millennials are more likely to be experiencing the kinds of life-changing events that are often associated with uprooting to a new home: graduation, marriage, new jobs and kids. At each stage, their needs are likely to change, along with the type of home they're looking for.

Meanwhile, the younger end of baby boomers, the second largest generation, has already retired or is approaching retirement age. As new construction buyers, boomers are especially particular about their homes and have the money — or equity from their previous homes — to buy newly built homes that suit their tastes.



## Today's buyer is younger, slightly more diverse

As in years past, the typical new construction buyer is an educated, employed, middle-aged couple with a higher household income than existing home buyers, who has previously owned a home. Most (66%) are simultaneously selling a home while shopping for a new one.

Millennials, the most diverse generation, continue to come of age as home buyers as they edge toward their 40s. They now account for 44% of buyers compared to 26% of Gen Xers and 30% of boomers.

The median age of the new construction buyer — 43 years old — is about the same as buyers of existing homes. This is a slight shift from last year where new construction buyers were somewhat older, a signal that new homes are becoming slightly more attainable to younger buyers entering the market.

About 7 in 10 (71%) new construction buyers are white, 10% are Latinx, 10% are Asian, 8% are black and 2% identify as another race. The race and ethnicity of new construction buyers and existing home buyers is similar, although Asian buyers account for a slightly larger share of new construction buyers (10% versus 6%). As younger and more diverse generations age into the market, we can expect that buyers will become increasingly racially diverse.

## First-time versus repeat buyers

Buyers of new construction as a whole are likely to be more familiar with the buying process since 66% have previously owned a home compared to 54% of existing home buyers. Still, the number of first-timers buying new construction has grown slightly, from 29% to 34%, since last year.

The typical new construction buyer is still employed. Almost three-quarters (73%) are employed, up slightly from last year but similar to existing home buyers. About 1 in 6 (16%) new construction buyers are retired and another 11% are unemployed, a student or not in the labor force.

### Pain point

Nearly 1 in 5 (19%) buyers who didn't initially consider or purchase a new construction home say their agent recommended a resale home over new construction.

### Solution

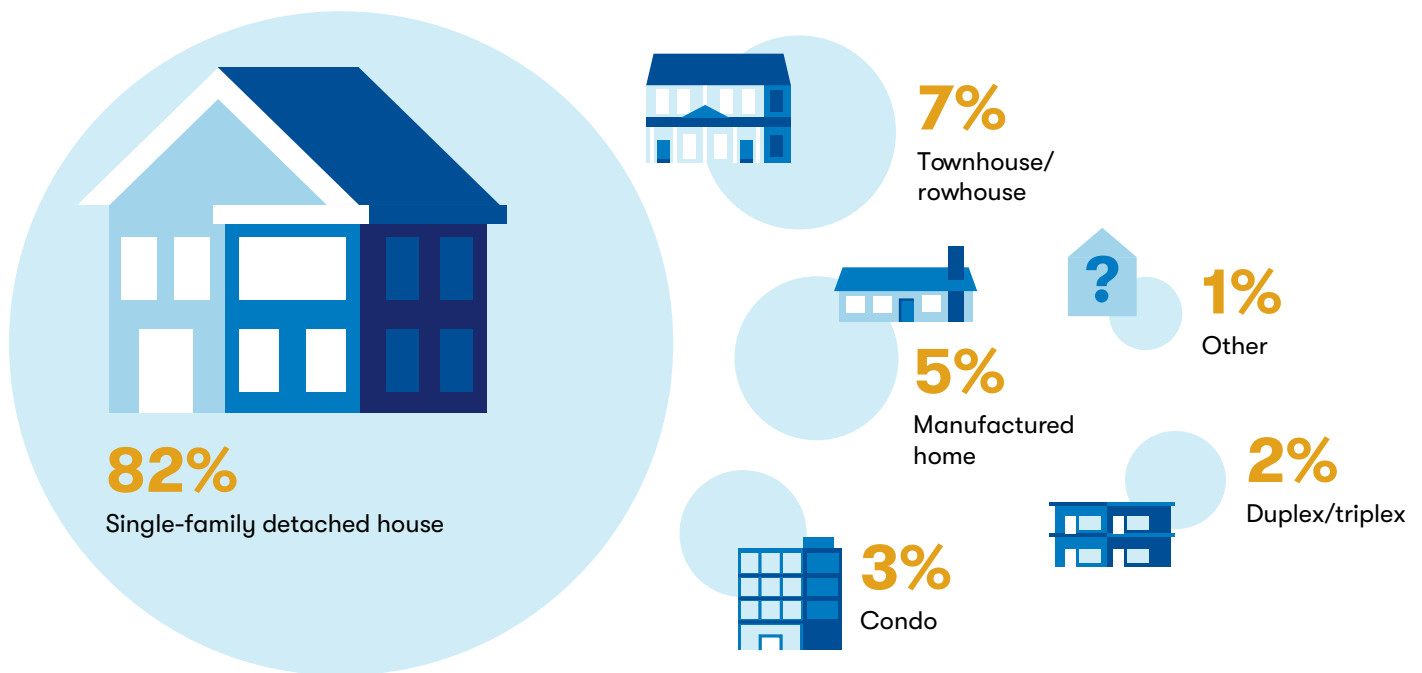
Educate real estate agents about your community so they're up to date on your offerings and the value of new construction. Partner with agents to help buyers make informed choices.





## TYPE OF HOME PURCHASED

Purchased new construction home in the past two years.



### Pain point

Over a third (37%) of buyers who didn't initially consider or purchase a new construction home say they didn't want to wait (or couldn't wait) to complete construction.

### Solution

Make your case for flexibility around building a new home or timing it with the sale of a previous home. Mention availability of your quick-move-in homes and on-demand options like iBuying.

## Trading up

Buyers of newly built homes appear to be scaling up, typically adding 100 more square feet to their living space compared to existing home buyers.

The typical new construction buyer moves into a 2,200-square-foot home with a median size that is 300 square feet larger than their previous home. Buyers of existing homes typically add 200 square feet to their living space when they move, with a typical home size of 2,000 square feet.

Most of the new construction homes sold in America are built in the South, due largely to the availability and cost of land, relatively low wages for skilled labor, and growth in some of the cities there. More than half (55%) of new construction buyers purchase in the South versus 40% of existing home buyers.

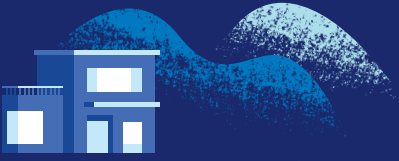
The West accounts for 26% of new construction buyers, while the Midwest accounts for 13% and the Northeast for 6%.

Regional income trends among new construction buyers was the reverse of the regional sales data: Household income for new construction buyers is highest in the Northeast, where new construction is especially scarce and carries a hefty premium, followed by the West, the Midwest and the South.<sup>5</sup>

## Life happens, and you move

Only 23% of new construction buyers say their move was related to market dynamics such as recession forecasts, rising interest rates or timing. Nearly twice that number (42%) say a life event played a role in their decision to uproot.

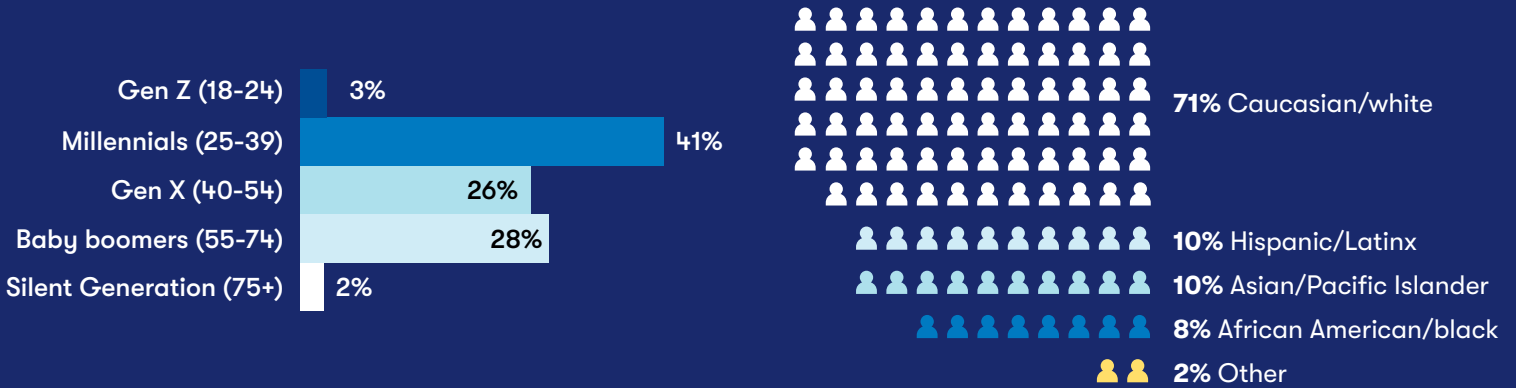
Like all buyers, younger generations of new construction buyers are more likely than older generations to report that a life event influenced the decision to move (50% of millennials compared to 38% of Gen Xers and 33% of boomers).



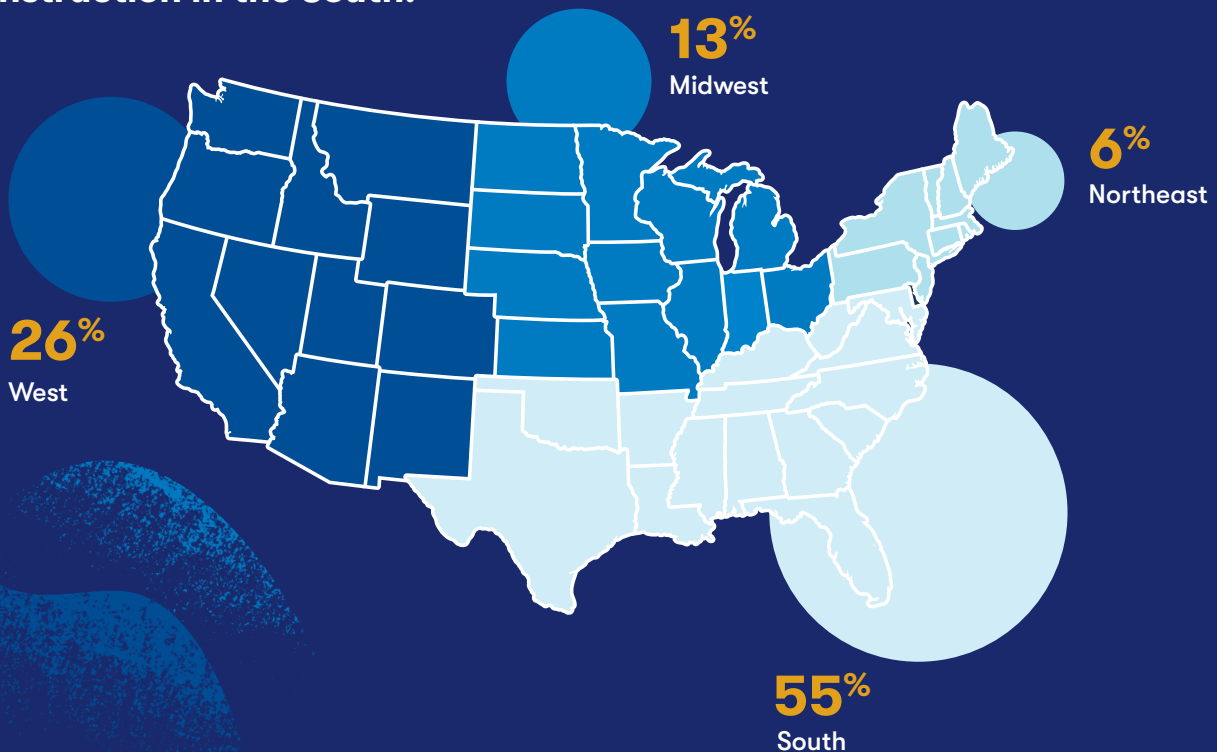
# Today's New Construction Home Buyer

Purchased new construction home in the past two years.

Millennials make up the largest generation, and buyers are more diverse than ever.



By far, most buyers purchase new construction in the South.



## The typical new construction buyer is still punching a clock ...



**73%**

Employed



**16%**

Retired



**11%**

Unemployed/student/  
unable to work

## Most are repeat buyers looking to buy or build their dream home.



**34%**

First-time buyer



**66%**

Repeat buyer

## ... and bringing in six figures.



**17%**



**31%**



**53%**



<\$50k

\$50-99k

\$100k+

## Nearly half are parents.



**44%**

Children under 18 in home

## The majority of them are partnered.

Married or living with a partner

Never married

Divorced/separated/widowed



## New construction buyers tend to shop for and sell a home at the same time.



**34%**

Buying only



**66%**

Buying and selling

## The Danger in Chasing Unicorns

New construction buyers are choosy about how they want to live: Nearly every amenity — from air conditioning to a fitness center — is more important to these buyers than to existing home buyers. Two-thirds (66%) of new construction buyers are repeat buyers, and the ability to finally get the home they want might be why they're so drawn to new builds.

The new construction unicorn — a home buyer who considers only new construction and has the money to back it up — is real, and they look a lot like the typical new construction buyer: mid-40s, educated, partnered and employed with a six-figure income — the latter being the primary difference between new construction buyers and existing home buyers. Only 33% of existing home buyers are at that same income level.

So, is the new construction unicorn a highly desirable buyer? Absolutely. Rare? You bet. A primary marketing target? No.

That's because the unicorn herd is miniscule: Just 3% of total buyers both considered only new construction homes and ultimately purchased one. Rather than a buyer you have yet to convince, new construction unicorns are yours to lose.

## Non-unicorns are the bigger prize

In contrast, nearly two-thirds (64%) of total buyers are willing to consider new construction. A marketing budget is better spent herding those buyers closer to a new build than on wooing those who already plan to purchase it.

Low inventory — especially entry-level new construction for millennial buyers who are now aging into the housing market — certainly impacts new-home sales. But that 64% of open-minded buyers who are left on the table is a huge opportunity for builders to better identify their real target market and draw them in.

## Don't neglect renters

Four in 10 new construction buyers — and 59% of millennials — consider renting until they ultimately find their newly built home.

Buyers who are already considering new construction, but who are on the fence about their next home, might only need some insights about the value of owning a home versus renting one to nudge them closer to purchasing.

## New construction buyers dream for themselves, buy for their kids

### Home buyers with young children have more needs, sacrifice more

The arrival of a child is a seismic life event like few others.

Beyond the diaper changes, child care decisions, and other practical and logistical considerations, the arrival of a child involves a fair amount of dreaming about what their childhood and family life might look like as they grow from babies into toddlers then teenagers.

There's strong evidence that the arrival of a child will prompt people to move as the priorities and demands in their lives shift, and new construction is an attractive option for them.

With definitive notions about the home they're looking for, a buyer with kids is more willing to make nearly every single financial sacrifice in order to afford their home.

Buyers with young children are more likely than buyers without kids to adjust their spending to afford their homes (68% versus 41%).

They also make financial sacrifices at greater rates than buyers without children. For instance, 23% of buyers with kids pick up extra hours or an additional job to help pay for their homes compared to 10% of buyers without kids.

They also are more likely to reduce their entertainment spending (30% versus 21% of buyers without children); eliminate or reduce retirement savings (20% versus 11%); postpone or cancel vacation plans (23% versus 13%); and cancel or reduce payments for things such as cell phones, cable and internet service (19% versus 12%).

## Buyers with kids have a long list of wants

When shopping for a home, buyers with children have a long list of wants that they rate as very or extremely important to them.

Several of their wants — including proximity to public transportation, shopping and services — appear connected to a need or desire for convenience, while others involve practical concerns such as school district preferences and proximity to family and friends.

Still others involve a desire for their children to grow up in a racially and economically diverse neighborhood where people hold similar political views to their own. Buyers with kids are more than twice as likely as buyers without kids to say a racially diverse neighborhood is very or extremely important to them (45% versus 21%) and that economic diversity matters a great deal (46% versus 20%).

A neighborhood that offers a sense of community or belonging also ranks high for buyers with children: 63% say it's very or extremely important to them compared to 44% of buyers without kids.

The survey results mirror the findings of the Zillow Group Consumer Housing Trends Report 2018, which found that all buyers with young children at home are more likely to go over budget than those without and that those who live with children are more likely to make financial sacrifices to stay within budget on their home purchases.<sup>6</sup>

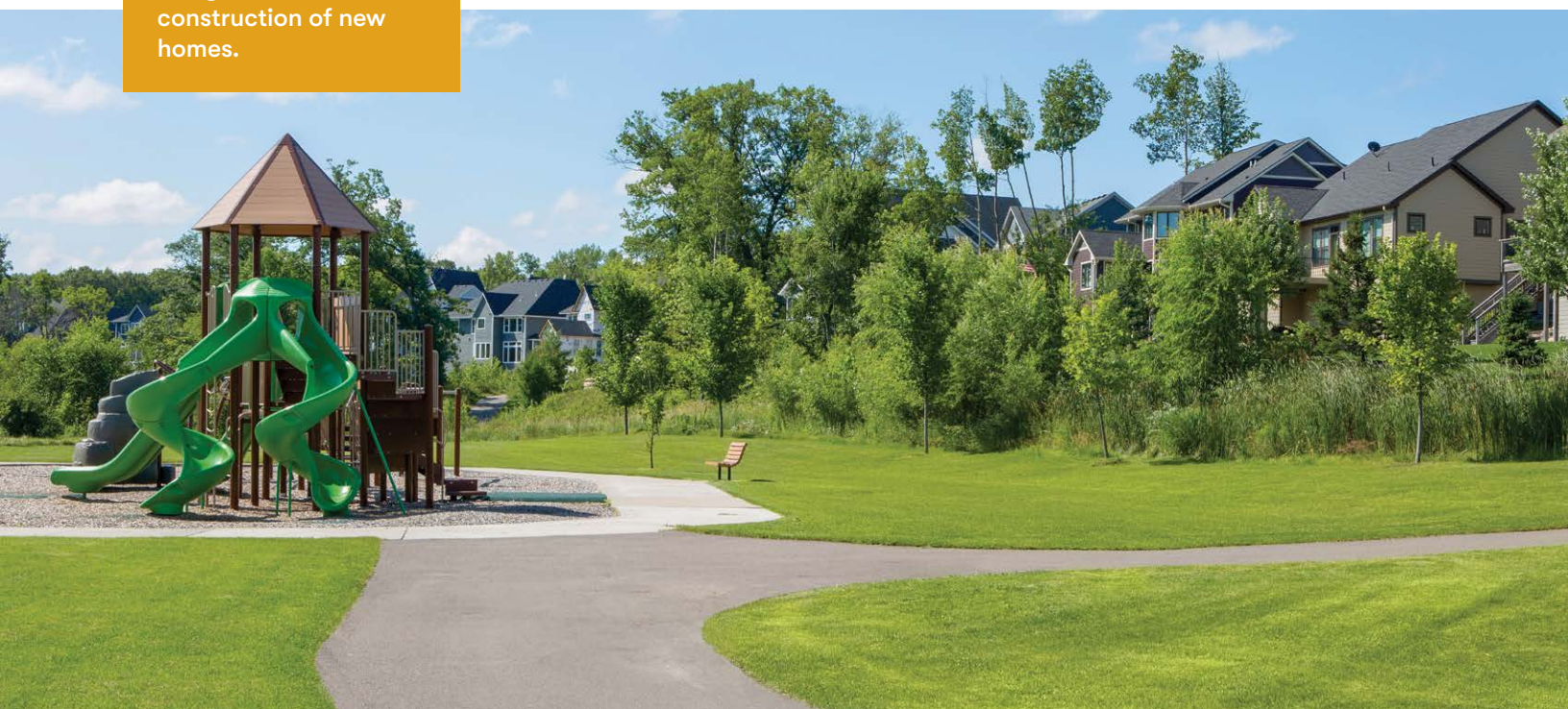
The 2018 report also found that buyers with kids are more likely to see an offer or mortgage financing fall through. The upside: They're likely to be extremely satisfied buyers who overwhelmingly love their new homes (95% do).

### Pain point

About a quarter (26%) of buyers who didn't initially consider or purchase a new construction home have concerns about the quality of construction and/or building materials.

### Solution

Mention that residential building codes and materials have evolved over time to significantly improve the safety, design and construction of new homes.



# Existing homes — not other builders — are the real competition

When it comes to choosing a newly built home versus an existing one, a majority of buyers (52%) is likely to consider both at some point in their home-buying journeys.

The main factors that appear to be driving their choice of existing homes are money — new construction homes often exceed the budgets of many buyers — and inventory as there are more existing homes to choose from. They also cite timing and hassle as reasons for choosing existing homes.

That means that the primary competition for buyers is not with other builders but with existing homes, which have more opportunity for entry-level buyers, faster timelines, a mature community and proven value.

One way builders can show value is to educate buyers about the availability of move-in-ready new construction homes and highlight the ease of a turnkey home, especially since many buyers are attracted to the newness of everything.

For instance, buyers of newly built homes had fewer unexpected repairs than buyers of existing homes.

More than 8 in 10 (83%) existing home buyers say they repaired or renovated their homes within the first year of ownership. More than half (54%) had to make a repair or renovation within the first month of getting the keys.

Compare that to new construction buyers: 48% of buyers who purchased a brand-new home in the past two years still haven't had to make a single repair or renovation.

Although resale homes remain your biggest competition, a significant pool of buyers are eager to buy new-build stock.

## Takeaways

- **Be mindful of life events that trigger moves.** People move because of significant life events: graduation, promotions, marriage, children, divorce, retirement, etc. The emotional state of a buyer — and their needs — is likely to differ based on the reasons for their move.
- **Be ready for change.** While today's typical new construction buyer is middle-aged, affluent and a repeat buyer, younger buyers — by the sheer number of them aging into the housing market — are poised to change how homes are built and bought.
- **Know the competition.** Resale homes remain a builder's primary competition. Most buyers (71%) say they prefer existing homes to new builds.
- **Consider renters as potential buyers.** Some renters are ready to buy. Help them crunch the numbers on the value of renting versus buying. Work out timelines so they can visualize moving from their rentals into their new homes when their leases are up for renewal.
- **Educate on quick-move-in inventory.** Some buyers may not be aware that new construction communities have move-in-ready homes. Be sure to highlight this inventory online to immediately ease timeline concerns.





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# The Search for a New Construction Home

## The search for home is an intensely personal journey.

People can live in one home and dream of moving for years before they start looking. Some may be in a panic after learning their rental home has been sold and they'll have to move. Still others may be flooded with optimism after landing a better-paying job that allows them to reimagine life with more living space and a larger backyard with a patio for entertaining.

The backstory matters, and it informs so much of how people search for and find a home.

For many new construction buyers, they're not just looking for a home; they are also looking for a builder.

## Finding a builder

New construction buyers as a group use multiple methods to find a builder.

The most common methods include looking for construction projects underway in the area they want to move to (36%), searching the internet and real estate sites (28%), and asking their agent for a recommendation (28%).

Millennial new construction buyers are more likely than older generations to find their builders through internet searches and real estate sites (36% do). They're also more likely to use multiple ways to search, including asking family and friends for recommendations (25%), contacting an area home builders association (17%), and soliciting advice and recommendations on social media (15%).

New construction buyers rely heavily on a builder's reputation when selecting their homes. About 3 out of 4 new construction buyers (76%) say the builder's reputation plays a very or extremely important role in their selection. Only 6% say it's not very important or unimportant.

First-timers and repeat buyers both give great weight to builder reputation, with 80% of first-timers and 75% of repeat buyers rating it very or extremely important. Gen X buyers are most likely to give consideration to the builder's reputation, with 81% saying it's very or extremely important to them.

# Top reasons for buying new construction

Most home shoppers dream about their future homes. For new construction shoppers who become buyers, the dream seems centered around the perfect home.

Brand-new everything with appealing home features, custom finishes and a floor plan that works for a buyer's lifestyle and life stage, it's a just-so home that attracts people who know what they want and need and typically have the means to pay for it.

Buyers choose new construction homes for a multitude of reasons, but the ability to shape what the final product looks like plays a significant role.

Asked to pick their top three reasons for buying a newly built home, 41% of new construction buyers cite the fact that everything in the home is new and never used, 37% name the home's location, and 35% point to the appealing home features.

Buyers also appreciate the ability to customize the home (27%) and choose the floor plan (26%) — more than a quarter of new construction buyers listed those among their top three reasons for selecting new construction.

Financial incentives from builders don't appear to move the needle much when it comes to choosing new construction. Only 10% cite cash discounts among their top three reasons for choosing new construction, and only 9% name free upgrades as a primary motivator.

First-time buyers — who skew younger — are more likely than repeat buyers to be spurred to purchase by a home warranty; the home's curb appeal; smart home features; and access to shared community amenities such as a clubhouse, pool or playground, a reflection that 54% of first-time new construction buyers are parents.

Repeat buyers — who tend to be older — place more importance than first-timers on a desirable location and the ability to select a floor plan, a reflection perhaps that they have a clear idea about their needs and how they want to live in the home.

## Pain point

A quarter (25%) of new construction buyers feel it was difficult to evaluate the builder before purchasing their home.

## Solution

Gather more reviews — including those from previous buyers, prospective buyers who ultimately purchased a home elsewhere, and lender and real estate partners — and post them online.



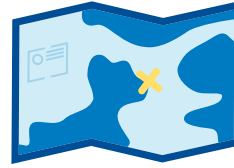
## TOP REASONS FOR BUYING NEW CONSTRUCTION

Percent of new construction buyers selected reason in their top three.



**41%**

Everything in the home is new/never used



**37%**

In a desirable location



**35%**

Appealing home features



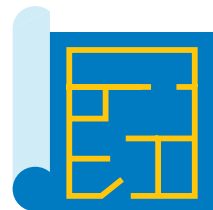
**30%**

Home is the best value for money



**27%**

Ability to customize features of the home



**26%**

Ability to select floor plan

## Safety First

For years, home buyers of all stripes have named one thing above all else as a key factor in the decision to buy a home in a particular community: The neighborhood felt safe.

What safety looks like, however, differs depending on the buyer's age and locale.

A feeling of safety matters more to new construction buyers than those buying existing homes: 87% of new construction buyers say it's very or extremely important that their neighborhood feels safe, compared to 82% of buyers of existing homes.

The desire to feel safe spans generations of new construction buyers: 89% of Gen X, 88% of baby boomers and 84% of millennials rate it very or extremely important in their buying decision.

Yet safety for new construction buyers is not embodied in one thing. Rather, it's a mix of infrastructure, amenities and human connection.

## Signs that a neighborhood feels safe

All generations say a low crime statistic is the number one factor that signals whether a neighborhood feels safe, but baby boomers are especially likely to look at lower crime statistics to gauge safety.

Millennial new construction buyers, the most diverse generation, glean signals of safety differently than older generations.

Eighty-three percent of boomers named lower crime stats among their top five characteristics of a safe neighborhood, compared to 74% of Gen Xers and 63% of millennials.

After crime statistics, perceptions of safety diverge — things that convey a sense of safety, and the degree to which those things could influence buying decisions around new construction, differ among generations.

- Knowing your neighbors (77% boomers, 62% Gen X, 51% millennials)
- Well-lit streets (64% of Gen X, 63% boomers, 52% of millennials)
- Nearby hospitals/urgent care centers (45% boomers, 32% Gen X, 29% millennials)

## Age and location often defines what safety looks like

(cont. from previous page)

Millennial new construction buyers are also more likely to derive a feeling of safety from easy-to-access crosswalks, bicycle paths and supportive community groups for kids. Boomers also place importance on a well-staffed fire department.

New construction buyers in urban areas are more likely to find safety in easily accessed crosswalks and bicycle paths than buyers in rural areas, where low crime statistics and familiarity with neighbors are more likely to be considered.

New construction buyers in the suburbs have the greatest desire for safety compared to their urban counterparts. Among suburban buyers, 91% say safety is very or extremely important in the home-buying decision, a significantly higher percentage than 78% of urban new construction buyers who find it important. Rural new construction buyers fall in the middle, with 84% citing safety as a very or extremely important factor in the home-buying decision.

## Home and community characteristics

### Cool houses and floor plans

For the second year running, the most important home quality or characteristic for new construction buyers is air conditioning (90% want it), followed closely by a price tag within their budgets (89%) and a preferred floor plan or layout (87%).

New construction buyers tend to rate more characteristics as very or highly important to them compared to buyers of existing homes.

Take finishes, for example: More than three-quarters (76%) of new construction buyers say home finishes are very or extremely important to them compared to 50% of existing home buyers. New construction buyers also place greater importance on an en suite bathroom, preferred kitchen style and energy efficiency.

Specific preferences among the generations seem to reflect where they are in their life journeys. For instance, a spare bedroom is especially important to boomer buyers — 79% of them rate it very or extremely important versus 64% of millennials — an indication perhaps that they want space for visiting family and friends.

Gen X buyers, who are more often than not sharing space with children, place great importance on the home's size and its square footage, while millennials accounted for the largest share of new construction buyers who say the potential to earn rental income and the presence of smart home features and hot tubs was very or extremely important to them.

Urban buyers, who tend to be younger, are more particular about utilities than other new construction buyers, a reflection perhaps of the choices available to urban dwellers that might not be available to or are cost prohibitive for buyers in other locales: 79% say access to preferred utilities is very or extremely important, compared to 65% of suburban new construction buyers and 63% of rural buyers.



### Pain point

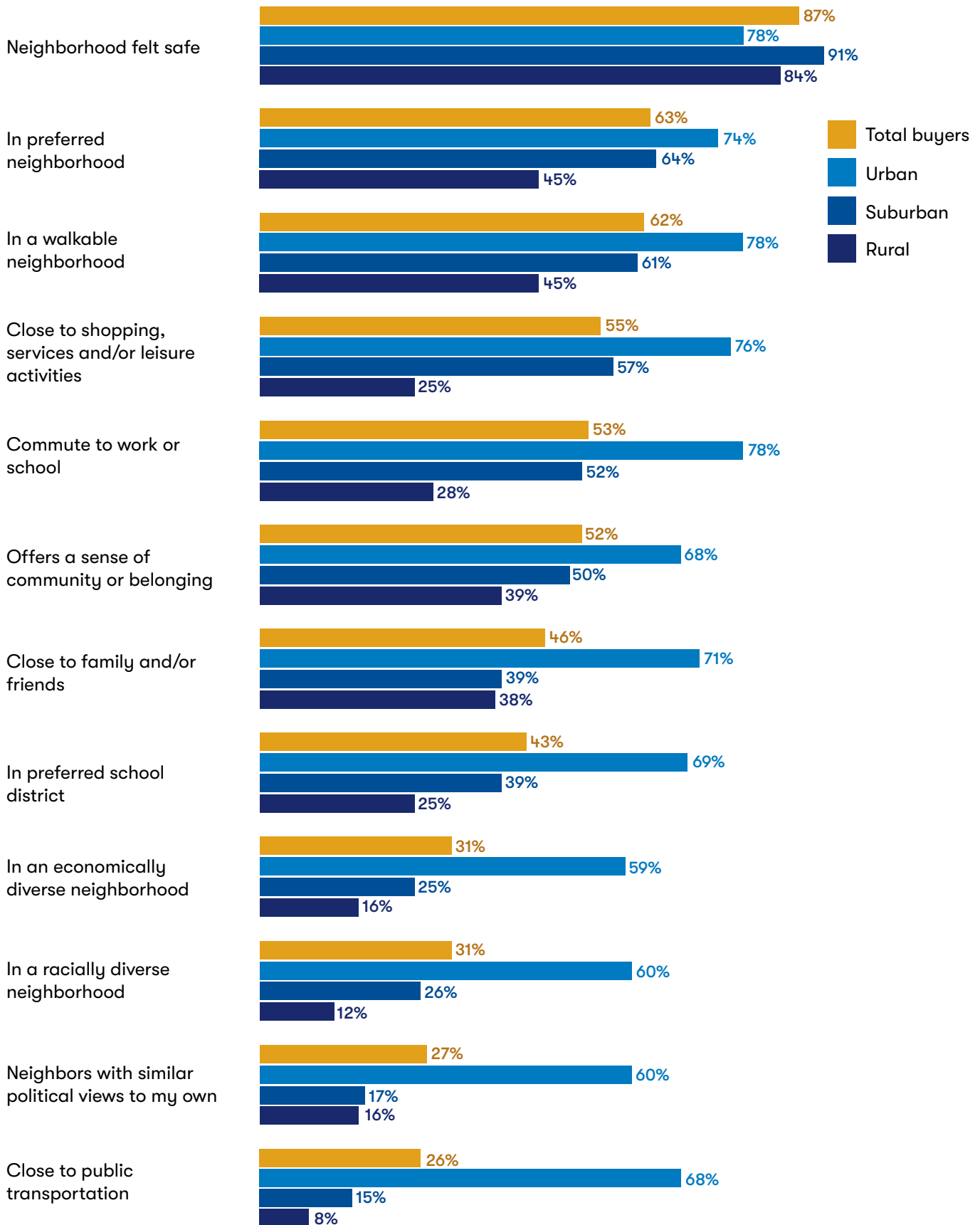
One-fourth (25%) of new construction buyers say it was a challenge to understand what the home will look like when completed.

### Solution

Offer virtual and 3D model home tours, photos or high-resolution renderings, and color-coded floor plans. Be transparent about upgrade options (and costs).

## NEIGHBORHOOD CHARACTERISTICS CONSIDERED VERY OR EXTREMELY IMPORTANT BY COMMUNITY DENSITY

Purchased new construction home in past two years.



## Family concerns paramount

When it comes to choosing a neighborhood and community, family concerns appear paramount for those with young children at home. Those families place far more importance on nearly all home features and neighborhood characteristics — including their commute time and proximity to work — compared to new construction buyers without kids.

Younger buyers place greater importance on location and commute times, possibly because they're juggling responsibilities around parenting and work. More hectic schedules and the reliance on family and friends for community and child care may also explain why they're more likely to buy in urban areas with more amenities, better public transportation and closer proximity to jobs.

Older buyers, meanwhile, may have fewer responsibilities to juggle and more money to spend, and therefore they have more breathing room to prioritize other aspects of home.

## Diversity

For millennials who buy new construction, politics and diversity are a highly important part of picking a neighborhood: 38% said they want to live among people with similar views, and 40% desire a racially diverse neighborhood.

## Pain point

About a quarter (26%) of new construction buyers say some costs and upgrades weren't transparent until they purchased the home.

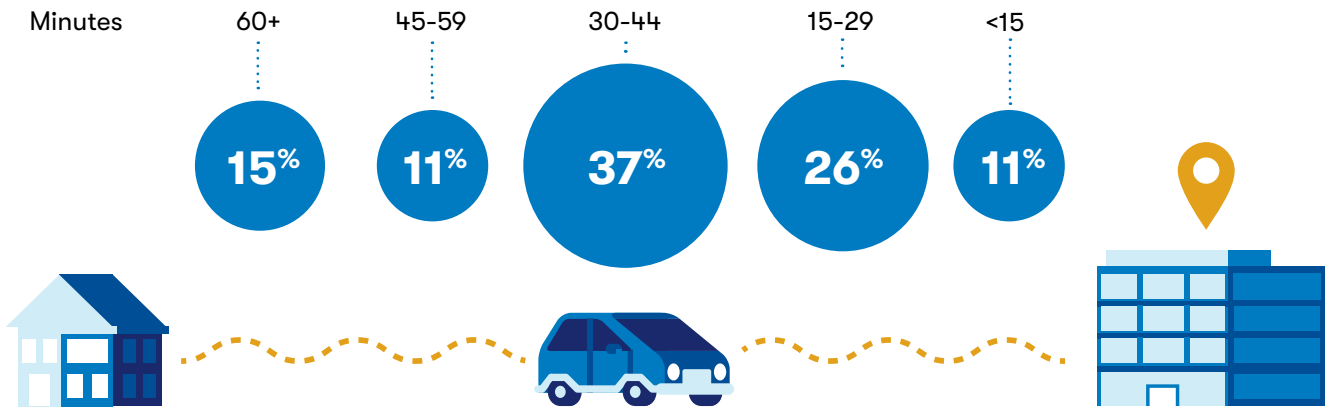
## Solution

Offer a cost sheet of upgrades and customizations with the value of each. Train your sales center staff to set expectations during model home tours. Be transparent about costs and fees, and specify when each will be due during the process.



## MAXIMUM COMMUTE WILLING TO CONSIDER

Employed new construction home buyers.



### Walkability

One area common to all generations is the desire to easily navigate their neighborhoods on foot, whether it's to take an evening stroll or walk to a coffee shop.

The top neighborhood characteristics that new construction buyers rate as very or extremely important include safety (87%), preferred location (63%), walkability (62%), close proximity to shopping and/or leisure activities (55%), and commute time to work (53%).

The importance of walkability differs among locale, with 78% of new construction buyers in urban areas rating it very or extremely important compared to 61% of buyers in the suburbs and 45% in rural areas.

The majority of new construction buyers in each region of the country appear to also value a good stroll.

### Maximum commute

No one wants to be stuck in traffic, and new construction buyers are no exception.

Across the board, new construction buyers who work say they do not want to be commuting for more than 30 minutes. The median maximum commute was the same regardless of age or region.

Only 1 in 6 new construction buyers is willing to commute an hour or more, while 11% draw the line at 15 minutes.

### Working from home

The expansion of the gig economy and the proliferation of fast internet service makes it possible for more people than ever to work from home at least part of the time.

About half (51%) of new construction buyers with paid jobs work remotely at least part of the time. Among those remote workers, half say working from home played a role in their decision to either switch homes, relocate or renovate.

Millennial buyers of newly built homes are more likely than other generations to work from home: 45% say they work from home from one to four days a week, and 16% work from home five or more days a week.

When buyers do work from home, only 17% do so for the entire work week or longer.

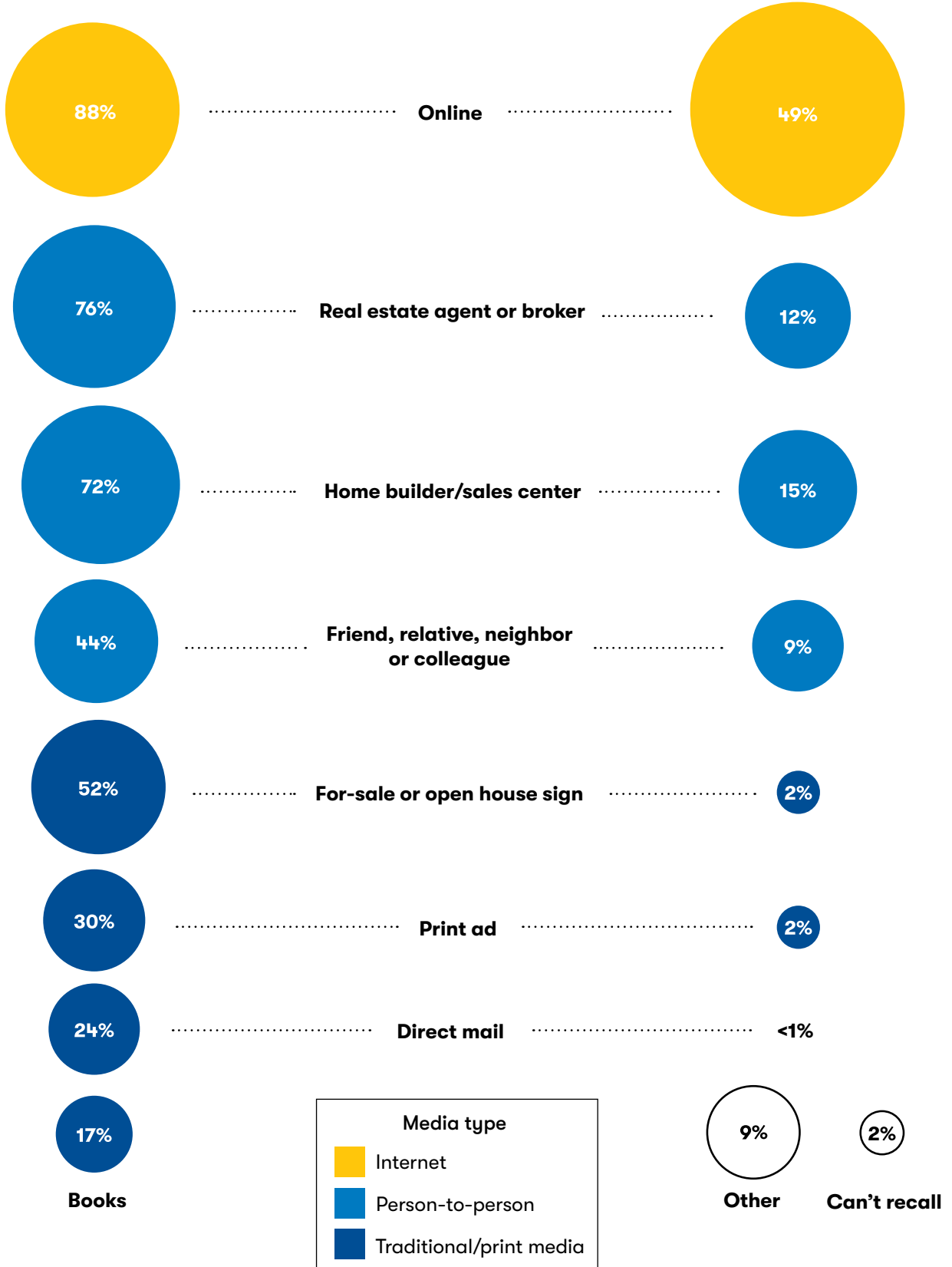
Nearly a third of buyers who work remotely (31%) say their remote work situations prompted a move to a different home, and 21% say working remotely contributed to the decision to relocate. Only 9% say remote work prompted them to renovate their new homes.

## RESOURCES BUYERS USED AND HOW THEY FIRST FOUND THEIR HOME

Purchased new construction home in past two years.

### Resources used in home search or purchase

### How they first found out about home purchased







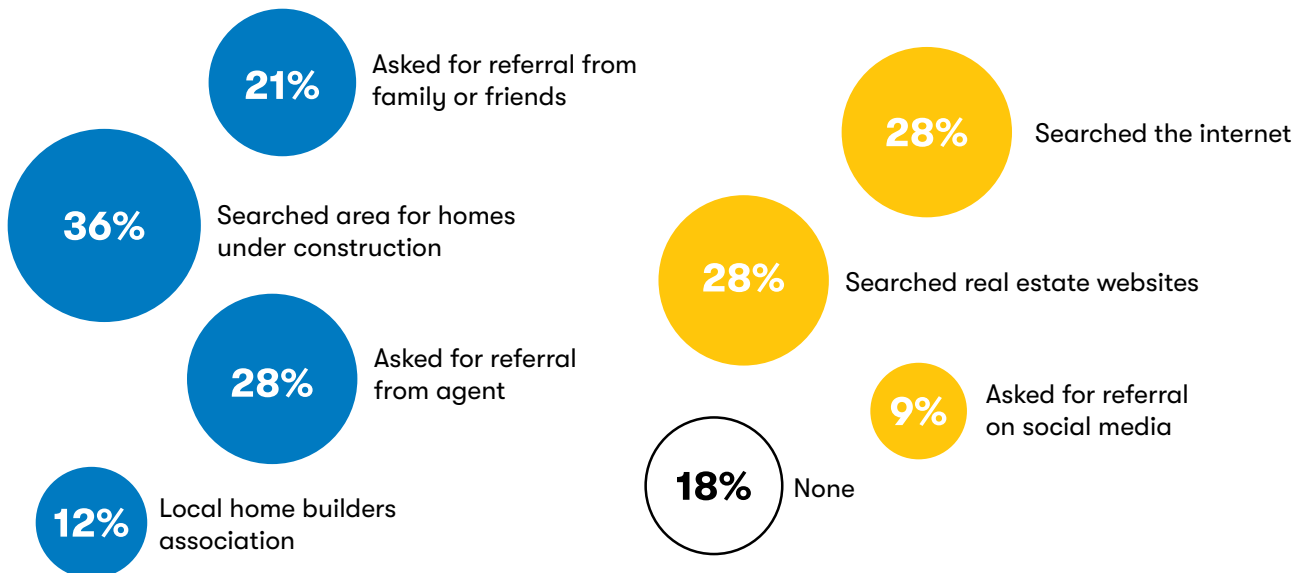
## Resources used to find the home they bought

While the majority (88%) of new construction buyers use online resources in their searches, nearly half (49%) of them say they first found or heard about the homes they ultimately purchased online, similar to 52% of buyers of existing homes. That’s especially true for younger new construction buyers: 62% of millennials and 60% of first-time buyers found their homes online. Nearly half (49%) of Gen X buyers first learned about the homes they bought online, while only 28% of baby boomers say they discovered their homes online.

Home builder/sales centers are the point of discovery for 15% of all new construction buyers but especially for boomer buyers, 25% of whom say they found their homes that way. Repeat buyers, who tend to be older, also discovered their homes through the builder/sales center (19%).

### METHODS USED TO FIND BUILDER

Purchased new construction home in past two years.



### Pain point

Almost a third (32%) of buyers who didn’t consider or purchase a new construction home say they preferred the style of older/existing homes.

### Solution

Showcase the charm and uniqueness of your architectures and floor plans. Highlight how upgrades can customize each home. Use overlays and 3D model home tours to share how the matured community will look.

## Envisioning the Unbuilt

Before they purchase an existing home, a buyer can see, touch, smell and hear everything the home has to offer. New construction buyers can't always do that. Building a dream home starts with envisioning it, and they expect plenty of visuals and dynamic tools to help them.

A top-notch visual experience includes seeing rooms, appliances, yards, sidewalks, trees and parks — even if nothing today remotely resembles how the finished community will look.

New construction buyers find three main resources highly important when deciding on their homes, either in person or virtually: viewing a floor plan (78%), taking a private tour (77%) and seeing professional photos of the home (52%).

Younger new construction buyers are especially interested in using 3D and virtual technology to search for and visualize a home. Nearly three-fourths (71%) of millennial buyers say 3D tours would help them get a better feel for the space than static photos, and tools like Zillow 3D Homes make it easy for builders to provide that experience. Nearly the same number (68%) of younger buyers say it would be helpful to have a tool that lets them virtually add or remove furniture from listing photos.

Most (61%) new construction buyers say 3D tours would help them get a better feel for the space than static photos compared to just 53% of existing home buyers. Even if virtual technology isn't always available today, younger generations — the biggest wave of upcoming buyers — are driving the demand to make this technology a standard listing feature.

## How they search

The search for a new construction home is a time-consuming endeavor that involves online and in-person activities. For some, it can take as much as half a year to find a new construction home.

For new construction buyers with jobs, 56% say they took at least a day off work during their searches, with the average missing 3.2 days in order to find their homes. That's about the same as buyers of existing homes, who miss an average of 3.5 days of work during the home search.

New construction buyers take longer to find their homes than existing home buyers — an average of 5.3 months versus an average of 4.4 months for existing home buyers. The search for newly built homes is especially long for older buyers, who spend two months more on average than younger buyers looking for a home.

Baby boomers take an average of 6.6 months to find their homes compared to 4.3 months for millennials.

During that time, 40% of new construction buyers say they think about renting during the search, and 18% seriously consider renting, an indication of the frustration and difficulty buyers have in coordinating timing, financing and finding what they want at a price they can afford.

Millennials were more likely to consider renting during the process, possibly because they faced harder financial decisions or were less certain about buying: 59% say they considered renting during the home search, with 29% seriously considering it. For Gen X, 32% considered renting, 16% seriously. Only 18% of boomers consider it, and a mere 2% seriously consider it.

### Pain point

Over one-fourth (28%) of new construction buyers felt uncertain or overwhelmed about the process to build or buy new construction.

### Solution

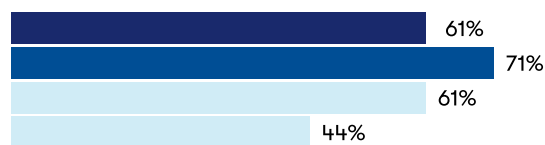
Build a buyer's road map that includes milestones, expectations, costs and warranties, and provide that information upfront. Communicate frequently with buyers throughout the search, selection and closing stages.



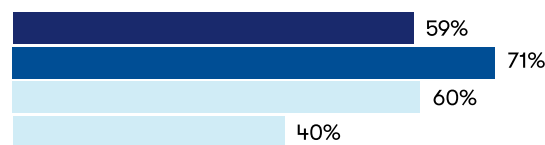
## INTEREST IN 3D TOURS AND VIRTUAL TECHNOLOGY

Purchased new construction home in past two years.

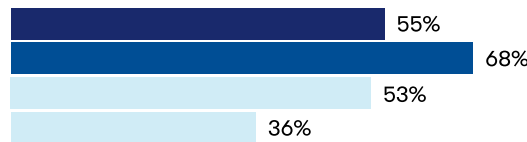
3D tours would help me get a better feel for the space than static photos



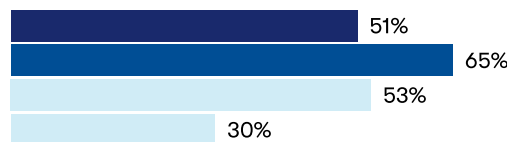
It would be easier to understand if my furniture would fit in a home if I was able to virtually modify the images of a home's listing to include furniture like mine



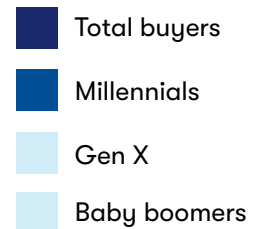
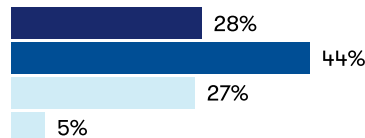
I would find a tool that allowed me to virtually add or remove furniture to home listing photos very helpful



I wish more listings had 3D tours available



I prefer 3D tours over in-person viewings



## Buyers usually end up in preferred area

New construction buyers appear to set their sights on a specific area and usually end up buying there — or close to it.

Two-thirds of new construction buyers buy in the area they initially considered, 16% purchased a home close to that area and 10% landed somewhat close.

Only 8% end up a great distance from the area they initially considered. Those buyers who bought outside the area they initially considered offer a multitude of reasons for parting with their initial choice, including scarcity of homes (29%), unaffordability (30%) and discovery of a new area they hadn't known much about (22%).

Nearly a third (32%) move on from the area they initially consider after deciding that it isn't the right place for them.

Urban buyers are more likely to buy in the area they initially considered than suburban buyers (77% compared to 60%).

New construction buyers in the Northeast tend to fare best in finding a home in their initial area: 81% buy there compared to 65% of buyers in the South and 63% in the Midwest.

### Pain point

Over a quarter (30%) of new construction buyers find it challenging to determine what price is fair for the home.

### Solution

Be transparent about your pricing. Highlight the value of a new construction home versus first-year costs in an existing home.



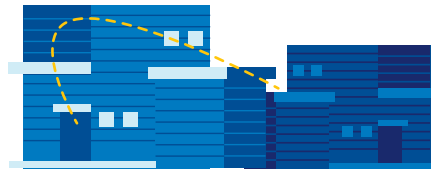
## DISTANCE NEW CONSTRUCTION BUYERS MOVE

Purchased new construction home in past two years.



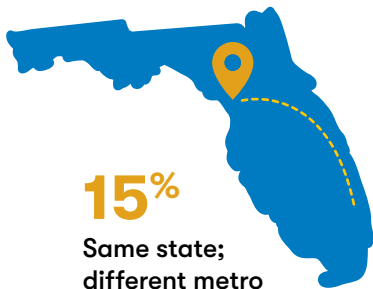
**34%**

Same city;  
different neighborhood



**10%**

Same neighborhood



**15%**

Same state;  
different metro



**24%**

Same metro;  
different city



**16%**

Same country;  
different state



**1%**

Moved from  
abroad

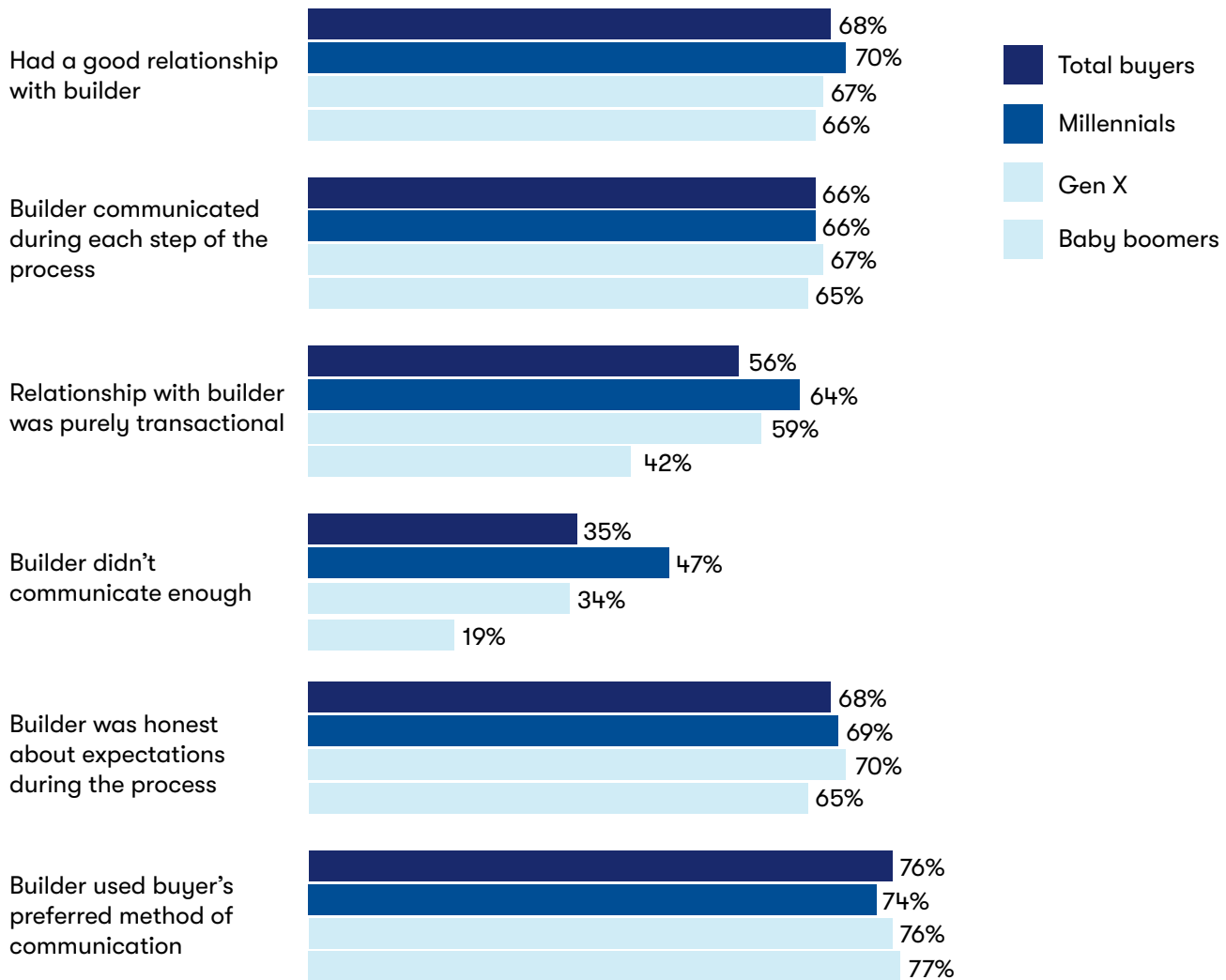
## Distance moved

More than half (55%) of new construction buyers either move to a different city within the same metro area (24%), a different metro area in the same state (15%) or move out of state (16%). Given that some buyers are not living near the area when they're home shopping, it's important to have a strategy to attract them beyond placing directional signs that will be seen only by passersby.

Younger buyers are more likely to move close to their old homes, probably due to a desire to stay connected with friends and family. And older generations, more likely to be enjoying the flexibility that can come with retirement, are more than twice as likely to move out of state as younger ones.

## BUYER AND BUILDER RELATIONSHIPS

Percent of new construction buyers who selected agree somewhat or completely to each statement.



## Be the Teacher New Construction Buyers Need

All buyers are excited at the idea of homeownership, but they can also feel overwhelmed or frustrated by all the decisions they face. While existing home buyers and new construction buyers each consider real estate agents to be their confidants, builders can play the role of teacher for new-home buyers.

## Recognize what each buyer needs

While Gen Z and millennials are confident in starting the online home search, they need more help as they make decisions such as choosing the right layout and features, securing financing, and building their new homes.

Baby boomers and repeat buyers have more experience — and more money — to ease the way. These buyers are finally building the homes they want today versus the homes they needed yesterday and more likely to want to customize their home features.

## Acknowledge the role of real estate agents

There's no avoiding real estate agents in the new construction home-buying process: They, not builders, are often the buyer's default guide on this journey. Instead, builders are far better equipped to teach buyers about new construction and how to make their dream home a reality.

To find the home they ultimately purchased, new construction buyers are nearly just as likely to use a real estate agent or broker (12%) as they are a builder (15%). More than three-fourths (77%) of millennial buyers use a real estate agent versus 64% who use a builder for any part of searching, shopping for and purchasing their homes.

Most new construction buyers (84%) who choose to work with a real estate agent and visit a builder's sales center want their agents to be involved with at least some of the communication with the builders or sales centers. Only 16% of new construction buyers say they wanted their agents to have no part in talking to the builders.

## Know what buyers want from builders

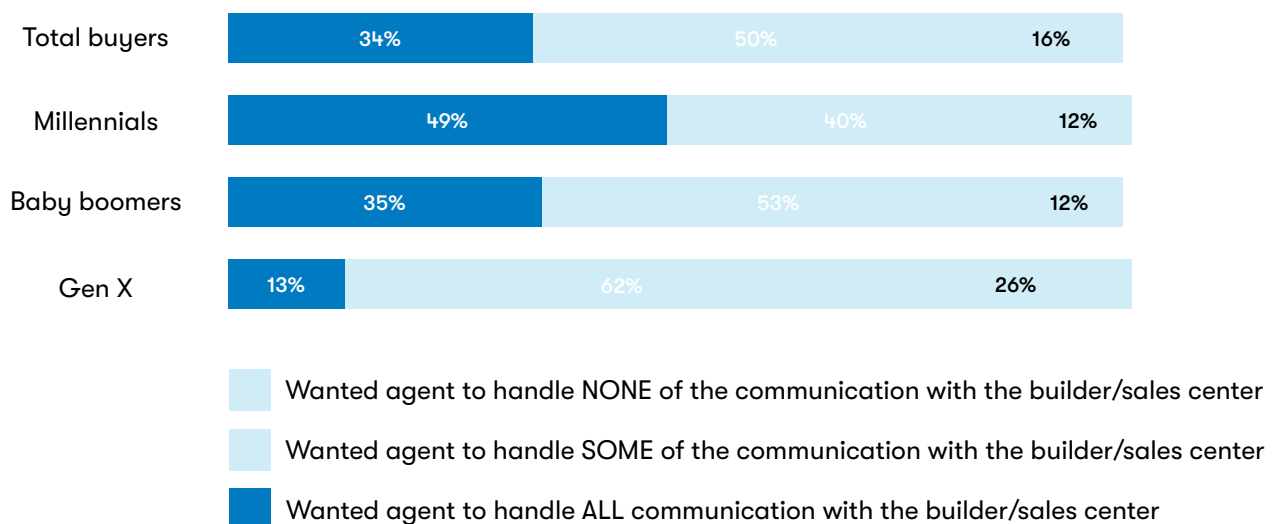
Buyers want someone to lead the way, answer their questions and quickly respond to their needs — 83% of new construction buyers who visit your sales center expect to hear back from you within a day or less. Buyers will usually involve real estate agents in the home search, and builders should work with agents as partners, not adversaries.

New construction buyers have questions about everything: a fair price for the home, the builder's reputation, the quality of materials, hidden costs and time overruns. More than a quarter of new construction buyers (28%) felt uncertain or overwhelmed by the new-home-buying process.

New construction is the builder's world; they should set buyers' expectations and teach them how to bring new construction within reach. That means helping buyers understand their options, showing them how completed homes will look, coordinating all involved parties and getting tasks done on time.

### EXPECTATIONS FOR THE AGENT-BUILDER RELATIONSHIP

Purchased new construction home in past two years and worked with an agent.



# Takeaways

With some imagination — and empathy with and knowledge of the buyer — you can resolve some of the issues that prevent people from buying new construction:

- **Build relationships with real estate agents.** Find agents who advocate for you. Take the time to teach them about your homes and community so they'll share it with buyers.
- **Strengthen your online presence.** Updated listings and mobile-optimized websites are crucial resources for buyers. Get more online reviews and reply to every one. Don't let negative reviews go unaddressed.
- **Bridge the digital-physical gap.** Create a seamless transition from the buyer's online experience to their in-person interactions. Use online tools such as 3D and virtual reality tours, tour scheduling, and loan applications.
- **Communicate frequently.** Almost half (47%) of millennial new construction buyers say their builder didn't communicate enough. Communicate promptly with buyers and use their preferred methods, whether that's by text, email or phone.
- **Be transparent in every aspect of the transaction.** Set expectations, make sure the process is clear and understandable, and be available to answer the buyer's every need. Tell buyers in clear terms what the options are and what they cost.
- **Show proximity.** Create maps that include proximity to job centers, farmers markets, hospitals and urgent care centers, and local businesses. Highlight commute times as well as public transit.
- **Introduce them to neighbors.** Ask people who have already bought homes to talk about what community means to them and what they love about the neighborhood. Include quotes from them on your website and in sales literature.









# Financing New Construction

## Listing price influences price expectations

The listing price of a home is a crucial starting point for new construction buyers — it helps frame expectations regardless of whether buyers pay more or less than the listing price or hit the target.

Millennial buyers are more than four times as likely as baby boomers to expect to pay more than the listing price for their homes, while the opposite is true for boomers; they're more likely to expect to pay at or below the listing price.

Overall, 41% of new construction buyers expect to buy their homes at the listing price, while nearly a third (32%) expect to pay less and 27% expect to pay more.

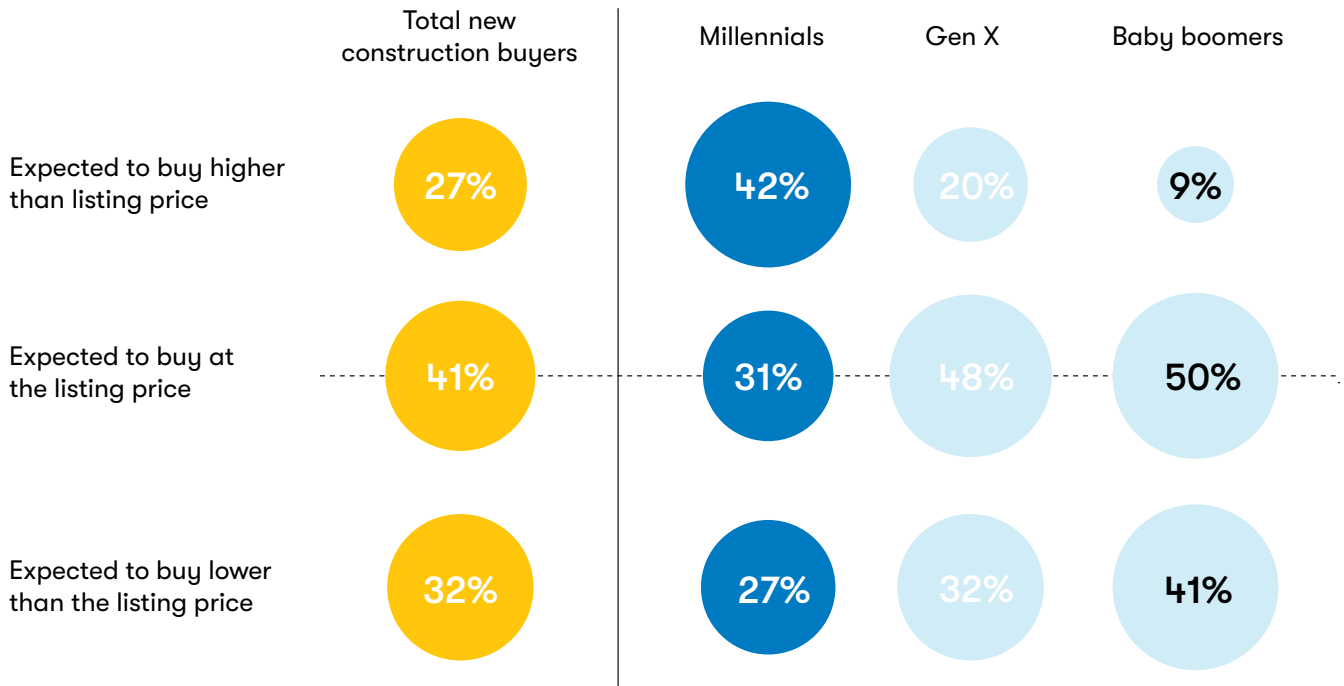
How those expectations intersect with their budgets, however, is more complicated.

New construction buyers are much more likely to go over budget than buyers of existing homes (39% versus 24%). They're also less likely to purchase at or below budget than existing home buyers, possibly because they're willing to break their budgets to get their preferred locations and amenities.

New construction buyers in the West are more likely to go over budget than new construction buyers in the South (46% versus 34%), a reflection perhaps of the shortage of new construction in the West and especially high demand for all homes over the past few years.

## HOME PRICE EXPECTATIONS BY GENERATION

Purchased new construction home in past two years.



## Paying for new construction homes

Three out of four new construction buyers finance their home purchases with a mortgage instead of paying cash. The percentage is even higher for first-time buyers who don't have the benefit of using equity from a previous home. Ninety-two percent of those first-timers — and 94% of millennials, who are more likely to be first-time buyers — finance their purchases with a mortgage.

Builder-lender loans account for only 17% of all financing by new construction buyers who obtain a mortgage. Buyers tend to favor traditional banks, credit unions or financial institutions for mortgages (67% turn to them for financing). Millennials are especially reliant on those institutions, with 73% of millennial new construction buyers using them for mortgages, a sign perhaps of the importance that established relationships play in the buying process.

## Financing remains the Achilles' heel of the home-buying transaction

Although 53% of all new construction buyers who obtain a mortgage aren't worried about qualifying for a mortgage, a considerable number are: 44% of all new construction buyers and 59% of millennial

new construction buyers say they're either somewhat concerned or very concerned about qualifying.

And nearly a third (30%) of repeat buyers express concern about financing even though most of them have probably already been through the process at least once.

The problem may be related to financial literacy, or it may be that some new construction buyers are stretching their budgets and they're not sure how far they can push their dollars.

## Finding financing

Searching for financing is a very human-centered experience that is enhanced by technology.

While new construction buyers who purchase with a mortgage use various tools during the search, the most common ones involve a human connection.

More than half (52%) of new construction buyers who obtain a mortgage visit their current financial institutions either online or in person; 44% use a referral from an agent; and 30% rely on friends, relatives, neighbors or colleagues.

Overall, 64% turn to financial institutions, 54% use a referral from a person and 49% use some type of online resource when searching for a lender.

## Down payment

Although new construction buyers tend to have higher incomes than buyers of existing homes, they still appear to struggle with the down payment — or they perhaps make strategic decisions about where to put their money at a time of low interest rates.

About half (51%) of all new construction buyers with mortgages put down less than 20% toward their homes, and 22% put down 5% or less.

As might be expected, younger new construction buyers tend to put down less than older buyers, and first-timers put down less than repeat buyers. Forty-five percent of boomers who get a mortgage put down over 20% compared to 15% of millennials.

Older new construction buyers are more likely to pay cash for their homes, typically from drawing on the equity from their previous homes.

New construction buyers, like buyers as a whole, tend to be savers: 38% of the average new construction down payment came from savings, 32% from the sale of a previous home and a small percentage from other sources.

Millennial new construction buyers also fund a large portion of the down payment with savings, but they are also more likely to tap varied sources than other generations such as gifts and loans from family and friends. The average millennial down payment is composed of 42% from savings, 20% from a previous home sale, 10% from borrowing from family or friends, 8% from gifts from family and friends, 7% from stocks and investments, and 6% each from retirement accounts or some other source.

### HOW BUYERS FINANCE THEIR HOMES

Purchased new construction home in past two years.

Total buyers



Millennials



Gen X



Baby boomers



## Pain point

Over a quarter (29%) of first-time new construction buyers felt loans specifically for new construction are a hassle or confusing.

## Solution

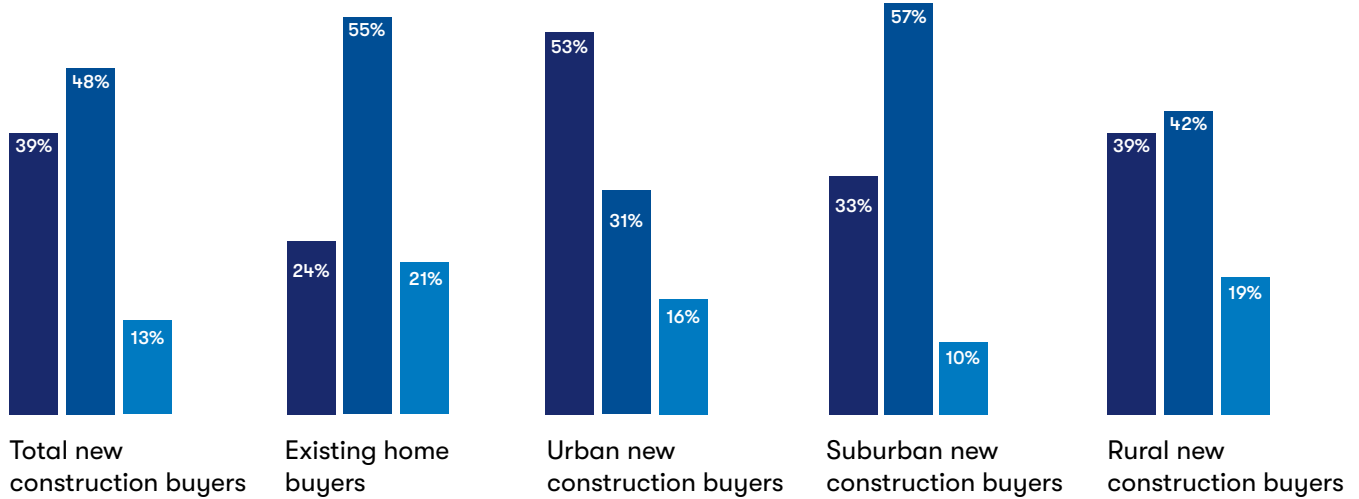
Explain the differences between a new construction loan and a traditional loan, and help buyers determine which is better for them. Practice transparency. Advertise your own loan programs, and partner with lenders to educate buyers.



## PURCHASE PRICE VERSUS BUDGET BY HOME TYPE AND COMMUNITY DENSITY

Purchased a new construction home in the past two years or an existing home in the past 12 months.

- Lower than initial budget
- About the same as initial budget
- Higher than initial budget



## Budget

New construction buyers who set their sights on new-build homes at the beginning of their search are more likely to stay within budget than new construction buyers who start their search looking for an existing home.

About half (49%) of buyers who prefer existing homes at the start of their search go over budget, compared to 36% of those who prefer brand-new homes from the get-go. It may be that buyers who start with new construction have a better sense of the costs involved or that buyers who veer into new construction during their search go all-in on the idea of finishing their homes exactly as they want.

New construction buyers who come in at or below their budgets make fewer sacrifices to do so than buyers of existing homes: 51% of new construction buyers say they didn't make any sacrifice for the sake of money versus 40% of existing home buyers.

Notably, only about 1 in 6 for both groups was willing to increase their commute time to stay within budget.

## What they do for love

The most common reason new construction buyers give for spending more than their budgets? Love.

About a third (34%) of new construction buyers who went over budget — the same percentage as existing home buyers — say they fell in love with their homes, and their wallets followed. Other top reasons: They buy in a more expensive neighborhood than they planned on (29%), they buy a home in better condition than they expected (26%) and market changes made the home more expensive (24%).

New construction buyers as a group curbed their spending at about the same rate as existing home buyers in order to purchase their homes. While new construction buyers are more likely to go over budget than existing home buyers, they are similar to existing home buyers in making some type of financial adjustment to afford their new homes.

Millennial new construction buyers are the most likely to trim their spending to afford their homes. They're more likely than older generations to cut back on many areas, and they even take on extra work in order to make it happen: 31% cut back on entertainment spending; 22% pick up additional work; an equal percentage cancel or cut back on cable, cell phone and internet services; and 11% postpone or cancel upcoming health services.

Leisure activities also take a hit for new construction buyers: 21% of millennials, 17% of Gen Xers and 13% of boomers nix or postpone vacations to buy their homes.

## Takeaways

- **Speak in clearly understandable terms about financing options.** Financial literacy is a challenge for wide swaths of the population. Don't talk past their confusion. Build trust by showing you're invested in their comprehension.
- **Forge bonds with real estate agents.** They are a oft-tapped source of trusted referrals for buyers.
- **Build relationships with financial institutions.** Buyers will be exploring many options for financing and to get pre-qualified.
- **Respect their budgets, but show upgrades that might appeal to them.** About a third (34%) of those who go over budget fall in love with a home and spend more than they planned to buy it.





# Why Most Don't Buy New Construction

## Hard truths — and opportunities

Too expensive, too complicated, too obscure, too scarce, too many unanswered questions.

Those are some of the hard truths that emerged when we asked home buyers — defined as households who purchased a home in the past 12 months and moved residences — to tell us why they didn't consider new construction at the start of the home journey or buy one at the end of it.

Even harder truths — and opportunities — lie in the numbers: Nearly 2 out of 3 (64%) of all those buyers were open to buying new construction when they started looking for a new home. Only 9% did.

That means 55% of potential customers peeled away and took a different path.

Their reasons for turning away from new construction are similar across all regions, indicating that the problems are specific to the industry and not a particular builder. More concerning, millennials — who account for the single largest block of new construction buyers and represent the future of home buying — have the most negative perceptions.

So what's happening, and where are the opportunities?



## Why buyers were turned off from new construction

Buyers who purchased an existing home in the past year and didn't consider or didn't purchase new construction say they were turned off by pricing (46%), timing (37%) and hassles around the buying process (37%). Other top reasons include the scarcity of new construction homes in places they want to live (35%) and a preference for the style of older existing homes (32%).

Younger buyers report the most turnoffs with most parts of the process, including finding a newly built home within their budgets (48%) and in their preferred locations (40%), timing (41%), and the hassle of building from scratch (38%).

### Problems encountered by new construction buyers

Home buying is difficult for all consumers, regardless of whether they're buying new construction or existing homes.

As a group, new construction buyers who purchased in the last two years report a relatively low level of difficulty on most aspects of the buying process. Still, the process is bumpy for 28% of buyers of newly built homes who describe the process as overwhelming or confusing.

#### Among the top difficulties faced by new construction buyers:

- The home takes too long to build or exceeds estimated date of completion: 36%
- They struggle with timing the new home's completion with the sale of a previous home: 31%
- They have difficulty determining whether the home price is fair: 30%
- They wrestle with deciding on plans and customizations: 29%
- They find it difficult to coordinate among the builder, agent, inspector, title, etc.: 29%

Millennials are especially overwhelmed (38% say they are, compared to 23% of Gen Xers and 16% of boomers). They struggle more with coordinating the various parties (36% cite this reason) and determining a fair price for the home (39% versus 31% of Gen Xers and 16% of boomers).

Surprisingly, previous experience purchasing a home did not make things easier for buyers. Nearly three-quarters (72%) of those who have already bought a home find one or more elements of the process challenging.

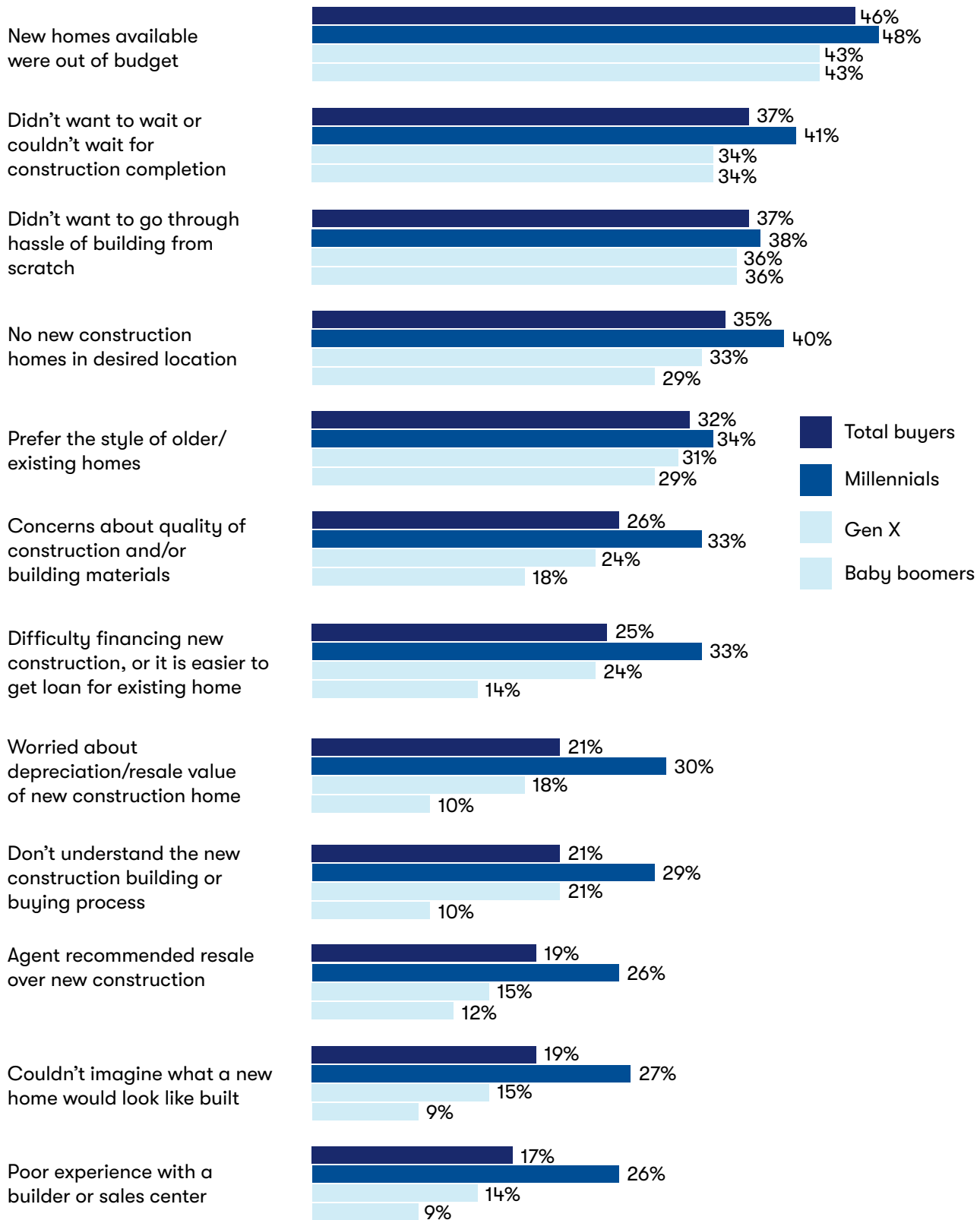
While 74% of all new construction buyers say they completely understood everything they signed, 32% of millennials say they did not. About a quarter (22%) of both Gen X and boomer buyers say they did not have a good grasp of the transaction.

Most new construction buyers are happy with the quality of their homes, but about 1 in 4 of all buyers (26%) cites concerns about the quality of construction and/or building materials. Notably, a third of millennial buyers and 24% of Gen X buyers share those concerns.



## REASONS DIDN'T CONSIDER OR PURCHASE NEW CONSTRUCTION

Purchased existing home in past 12 months and didn't initially consider or purchase new construction.



## Takeaways

- **Recognize the degree to which younger buyers and first-timers need help and advice.** Your basic knowledge is their expert advice. Use graphics and tip sheets to show the process in a way that makes sense to them.
- **Enlist happy buyers to tell your story.** Show prospective buyers how others successfully managed it, and have those buyers offer tips to potential customers.
- **Address timelines.** Communicate any delays immediately so buyers have time to adjust. Offer to help people find temporary, low-cost accommodations while their home is being built. Explore home-buying services to better synchronize timing for buyers who are also selling a home.
- **Show value.** Help people decide what plans and customizations to include by showing them which ones will hold value on resale. Provide them with a budgeting tool that can quickly show the financial cost of trade-offs.
- **Educate buyers.** Teach buyers what's involved in buying new construction. Create an environment where people can ask questions and readily access important information.



# Debunking New Construction Myths

Nearly two-thirds (64%) of all home buyers are willing to at least consider a new construction home, but only 9% end up buying one. Why?

## Myth #1: New construction is too expensive

Out of the gate, many buyers (46%) initially think new construction homes are beyond their budgets. But there are ways to balance the listing price with the perceived value.

### Pre-sale: Negotiate and educate

Discounting the listing price of a new construction home is off the table for most builders, but buyers should know about other options that can increase the value of the home or cut costs: builder promotions, upgrade discounts and extras, or builder-paid closing costs.

### Post-sale: Show buyers first-year costs

Buyers who dismiss new construction out of hand should know that first-year costs for buyers of existing homes can crop up fast: 54% of these buyers make a repair or renovation in the first month of owning their homes (compared to just 29% of new construction buyers).

Up to two years after buying, nearly half (48%) of new construction buyers say they have yet to make their first repair or renovation. In sharp contrast, 83% of existing home buyers who purchased just one year ago have already repaired something. A new-build home's warranty can offset a large portion of the major maintenance costs that existing home buyers face right after taking the keys.

Granted, existing home buyers who make a repair or renovate a mere month into ownership say it's usually planned rather than unexpected, so it may be that they knew a repair was coming when they purchased the home. Still, the latest Zillow research reveals the number one thing homeowners regret is unexpected maintenance or repairs.<sup>7</sup>

## Myth #2: Building from scratch is a hassle; takes too long

A new construction buyer's top challenges during the home-buying process are feeling like the home took too long to build or ran over the estimated date (36%) and timing the completion of their new home with the sale of their previous home (31%). Given the option, about half (49%) of new construction buyers would have liked to change their closing dates.

"Hassle" often means "I'm not getting the answers I need." Staying in constant communication with each buyer, setting clear expectations, and being flexible with options and timelines can go a long way toward improving the buying experience.

### Technology can help

Many builders have their own app to help buyers stay informed and involved, while tools like 3D tours and keyless or smartphone entry give buyers a way to keep tabs on the progress of their homes.

When it's time to upgrade to a new build, on-demand real estate services like iBuying programs step in with cash offers and allow a seller to name their closing date, making it easier to time their move into a new home.

Real estate technology is exploding, and innovation is happening at a rapid clip. Younger generations who make up the bulk of tomorrow's buyers expect builders to innovate too.

# Methodology

## Cohort definitions

For the purposes of this report, three generational groups are used:

- Millennials (includes Gen Z): ages 18-39
- Gen X: ages 40-54
- Baby boomers (includes silent generation): ages 55 and up

## Research approach

To gain a comprehensive understanding of the behaviors, motivations, pain points and successes of consumers of residential real estate in the U.S. — and how they work with professionals to help achieve their housing goals — Zillow partnered with independent market research and data analytics firm YouGov® to conduct a nationally representative online quantitative survey. The self-administered study was fielded between April 17 and May 22, 2019. The results underwent substantial internal analysis and review by a team of statisticians, researchers and economists at Zillow.

## Research design and analysis

The survey gathered information on a wide range of areas, including but not limited to:

- Home and community characteristics
- Behaviors and attitudes surrounding the process of finding, living in and moving to and from a home
- Resource usage
- The role of professionals (e.g., agents, property managers, landlords, mortgage providers, etc.)

Because of rounding, certain percentages expressed throughout this report may not add up to exactly 100%.

## Sampling and weighting

To guarantee robust base sizes for analysis, data was collected via both general market and additional targeted subgroup sampling. Several steps were taken to ensure adequate representative sampling:

- The initial recruitment to the general market sample was balanced to householders from the U.S. Census Bureau; American Community Survey 2017 (ACS); and the 2015 and 2017 American Housing Surveys based on age, ethnicity/race, education, region and gender.

- The general market sample was divided into relevant consumer groups for the study based on responses to screening questions.
- Additional targeted subgroups were sampled based on all key household demographic characteristics.
- The general market sample and each consumer group was further balanced to subgroup sampling frames from ACS 2017. Each sample was matched to a sampling frame on gender, age, race, education, census division, marital status and number of bedrooms.
- Propensity scores were constructed to estimate inclusion into each sampling frame.
- As a final step, the propensity score weights were post-stratified to balance based on daily internet usage, household income, parental status, gender, age, race and education.

## Quality control

The study was blinded: Zillow was not revealed as the sponsor to reduce response bias. Several additional quality-control measures were taken to ensure data accuracy:

- Proprietary digital fingerprinting techniques were employed to identify and terminate any professional respondents, robots or those taking the survey on multiple devices.
- Speed checks ensured that surveys submitted by respondents who rushed through the screener or survey did not count as complete.
- In-survey quality-control checks identified illogical or unrealistic responses.

Speeders, those identified via digital fingerprinting and those who failed quality-control checks within the survey were removed from the study, and their survey submissions were not counted as completions.

## Completes and qualifications

This survey gathered information from a total of 13,000 key household decision-makers who self-identified as one of the following consumer groups:

Households interviewed	Base size (n)	Definition
BUYERS	3,000	<ul style="list-style-type: none"> <li>Moved primary residence in past 12 months</li> <li>Resides in home that they purchased in past 12 months</li> <li>Is the primary (or joint) decision-maker in the household for major housing-related decisions</li> </ul>
NEW CONSTRUCTION BUYERS	1,000	<ul style="list-style-type: none"> <li>Moved primary residence in past 24 months</li> <li>Resides as the first owner of a home built between 2017 and 2019 purchased in past 24 months</li> <li>Is the primary (or joint) decision-maker in the household for major housing-related decisions</li> </ul>
SELLERS	3,000	<ul style="list-style-type: none"> <li>Moved primary residence in past 12 months</li> <li>Sold a home that was a primary residence in the past 12 months</li> <li>Is the primary (or joint) decision-maker in the household for major housing-related decisions</li> </ul>
HOMEOWNERS	3,000	<ul style="list-style-type: none"> <li>Has not moved primary residence in past 12 months</li> <li>Resides in a home that they own</li> <li>Is the primary (or joint) decision-maker in the household for major housing-related decisions</li> </ul>
RENTERS	3,000	<ul style="list-style-type: none"> <li>Moved primary residence in past 12 months</li> <li>Resides in a home that they rent</li> <li>Is the primary (or joint) decision-maker in the household for major housing-related decisions</li> </ul>

In addition to the subgroup-specific definitions stated above, all respondents surveyed were adults (18 years of age or older).

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