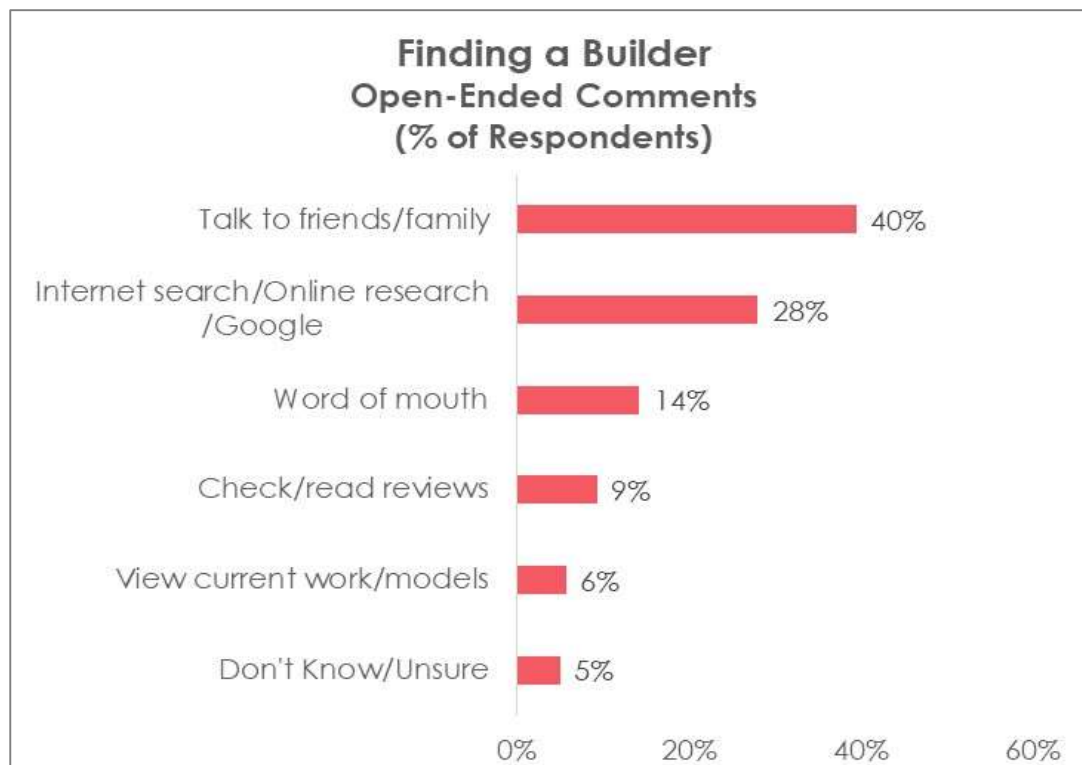


Consumers most often turn to friends and family for recommendations when selecting a builder for their dream homes. They also use online searches and reviews.

Tell us how you would find and select a builder to build your dream home.



Sample Comments:

- *I would ask friends and family who built their homes and research home builders on line.*
- *Local builders would be used and I would get recommendations from friends.*
- *Rely on referrals from family and friends. Check company websites and reviews too.*
- *I would honestly Google search, focusing on reviews, and talk to friends in the area. Perhaps contact my last realtor.*
- *Ask around on social media. Then vet them out via their website and portfolio.*

TAKE AWAY: Consumers use a variety of methods to find a builder for their dream home. Consumers often consult friends and family and then do additional research online to check reviews or look at other projects the builder has completed.



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Purpose:

To find out how consumers would find and select a builder for their dream home.

Methodology:

AIM surveyed a random selection of homeowners of all different ages, incomes and locations across the U.S. There were 373 respondents to the research.

Conclusion:

The majority of consumers will use more than one method to search for a builder. They may start by talking with friends, family or a local realtor. After getting referrals, consumers will look at online reviews and visit builder websites to find additional information and to view homes a builder has completed. Younger consumers are more likely to use the internet, online reviews and social media to find and research potential builders. Consumers 55+ are more likely to rely on friends, family and word-of-mouth. Many consumers indicated they would ask for and check references as well as try to physically visit some of the homes a builder has completed. Since word-of-mouth is a primary method consumers use to find builders, keeping customers happy should be a high priority for builders. In addition, builders need to maintain a strong online presence by keeping their website up to date and include testimonials from satisfied customers.

For more information download AIM's 2022 report:

["The Dream Home-What Consumers Really Want"](#)

Note: Data is based on research conducted by Accountability Information Management, Inc. (AIM) in December of 2021. Total response of question=373. AIM is a business-to-business marketing communications company, © July, 2022. For additional information including a more in-depth analysis, contact AIM or visit our website. Phone 847-358-8558, Email inquiries@a-i-m.com. Website: www.a-i-m.com. Thank you.