

# Homebound Consumer Target Understanding

Summary of Learnings



**YASMIN**  
STRATEGY + INSIGHTS



# But first...

**...a quick overview of the consumer groups.**

## BUYERS



**5%**

SEGMENT SIZE

Planning to buy a home  
in the next year

## BUILDERS



**5%**

SEGMENT SIZE

Planning to build a  
home in the next year

## DREAMERS



**13%**

SEGMENT SIZE

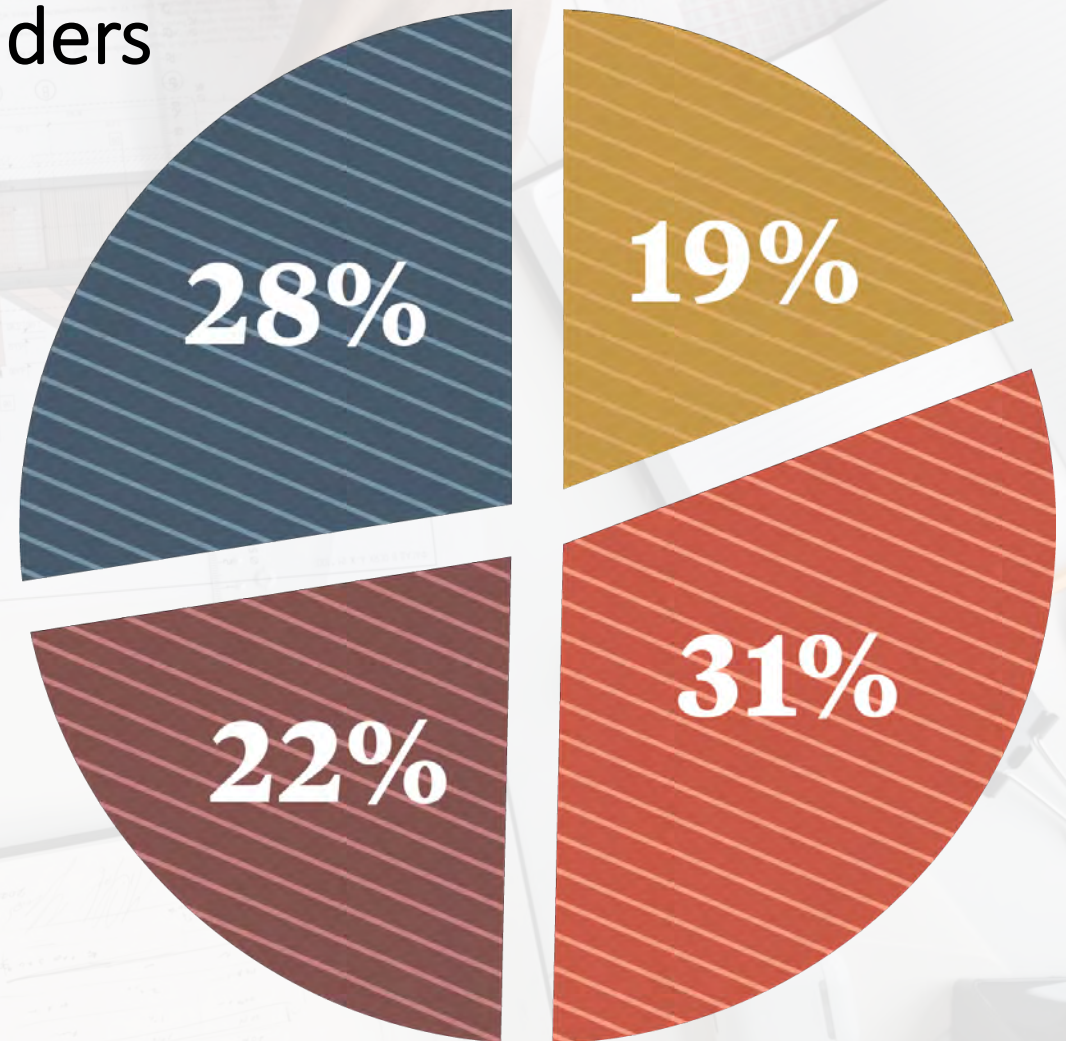
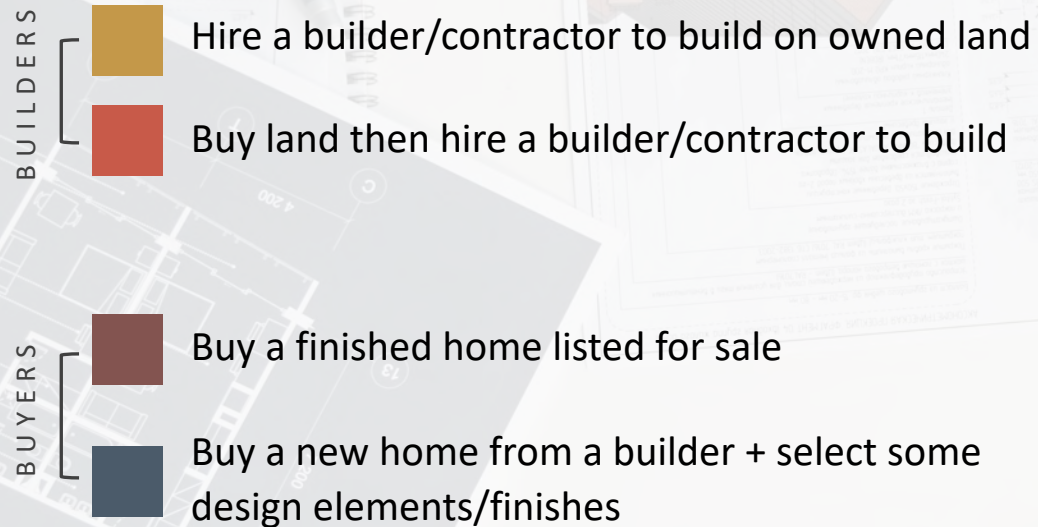
Regularly look at homes  
for sale without plans to  
buy or build a home in  
the next year

— ▼ CATEGORY SIZED OUTSIDE OF STUDY ▼ —



# How we are defining Buyers and Builders

- + There is a relatively even split of Buyers and Builders that qualified for this study.



Q4 You mentioned that you intend to build or buy a home within the next year. Which describes your situation the best?  
National n=540



# All about the new home...

**...why, where, and how much.**



Most consumers are relatively satisfied  
with their process thus far

Satisfaction with Buying or Building a Home

74%

BUYERS

83%

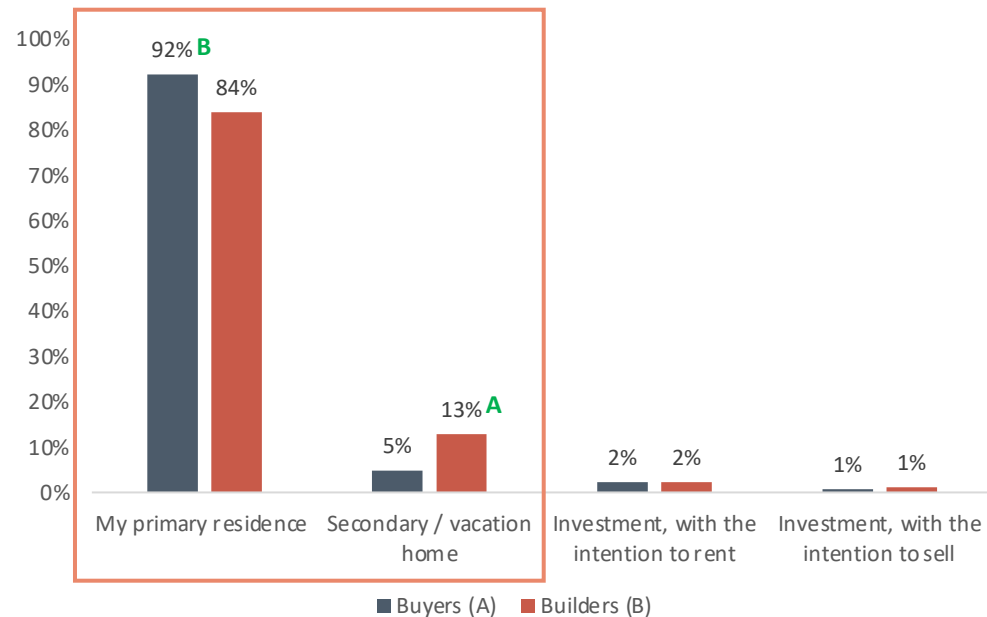
BUILDERS



# Most consumers are buying or building for personal use

- + Both Buyers and Builders are most often seeking a home for their primary residence.
- + Builders are significantly more likely than Buyers to be interested in a secondary/vacation home.

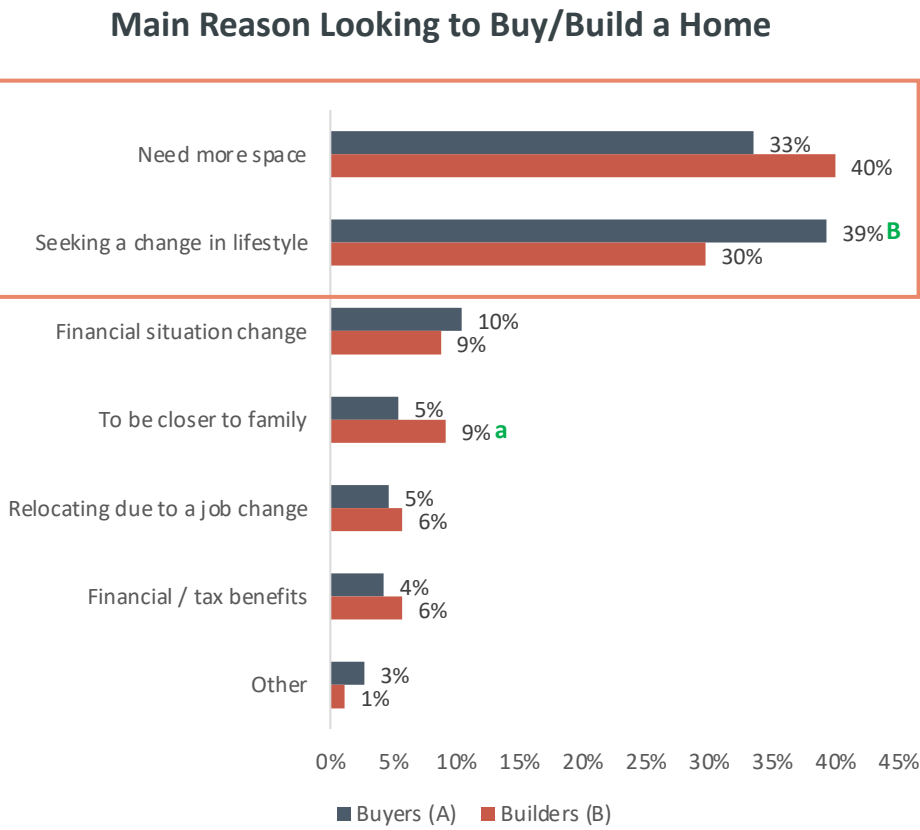
Main Purpose of Home



Q12 What will be the main purpose of this home?  
National Buyers n=268, National Builders n=272



# Moves are most often prompted by the need for more space or the desire for a lifestyle change



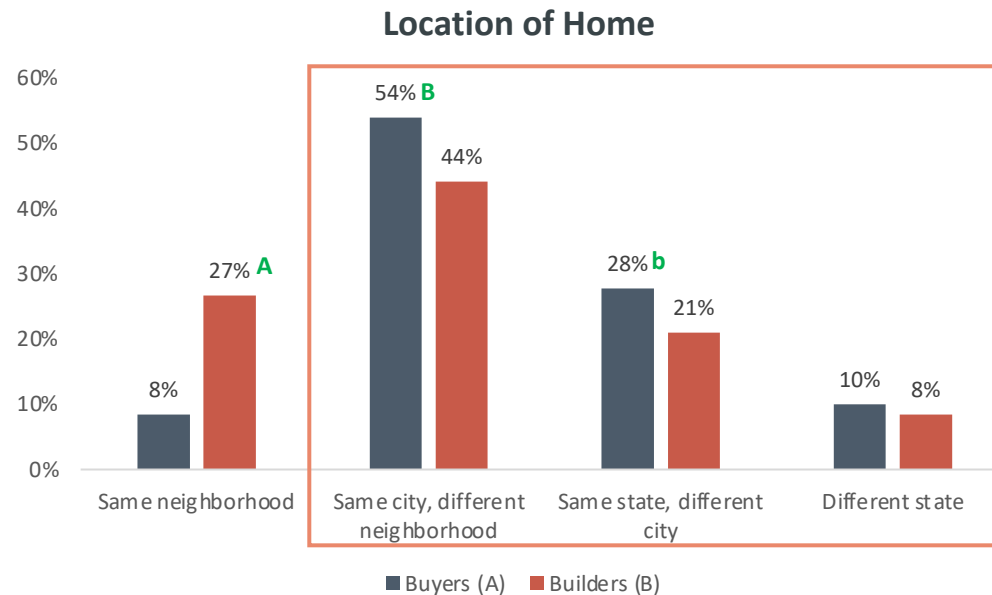
Q19 What is the main reason that you are looking to build or buy a home within the next year or so?  
National Personal Residence Buyers n=260, National Personal Residence Builders n=263





# Most consumers intend to change locations

- + A minority of consumers intend to stay within their neighborhood, with far more setting their sites on a new neighborhood, city, and/or state.
- + Interestingly, Builders are significantly more likely to stay within their same neighborhood, with Buyers more likely to seek a home in a broader geographic footprint.



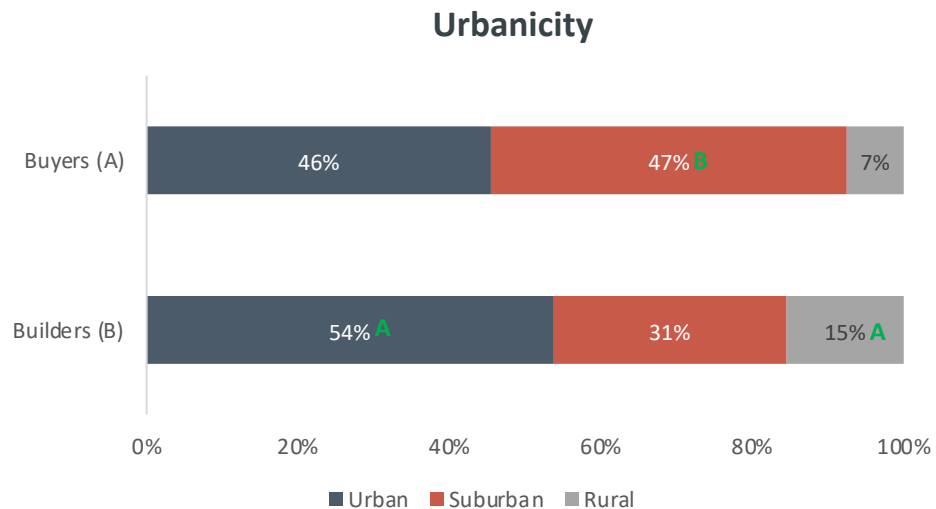
Q16 Which of the statements below best describes where this home will be compared to where you currently live?

National Personal Residence Buyers n=260, National Personal Residence Builders n=263



# Buyers and Builders have different preferences when it comes to urbanicity

- + Buyers are most interested in purchasing a home in a suburban setting.
- + Builders, on the other hand, are most interested in building in an urban setting.
  - While a small portion, Builders are also significantly more likely than Buyers to reside in a rural setting.



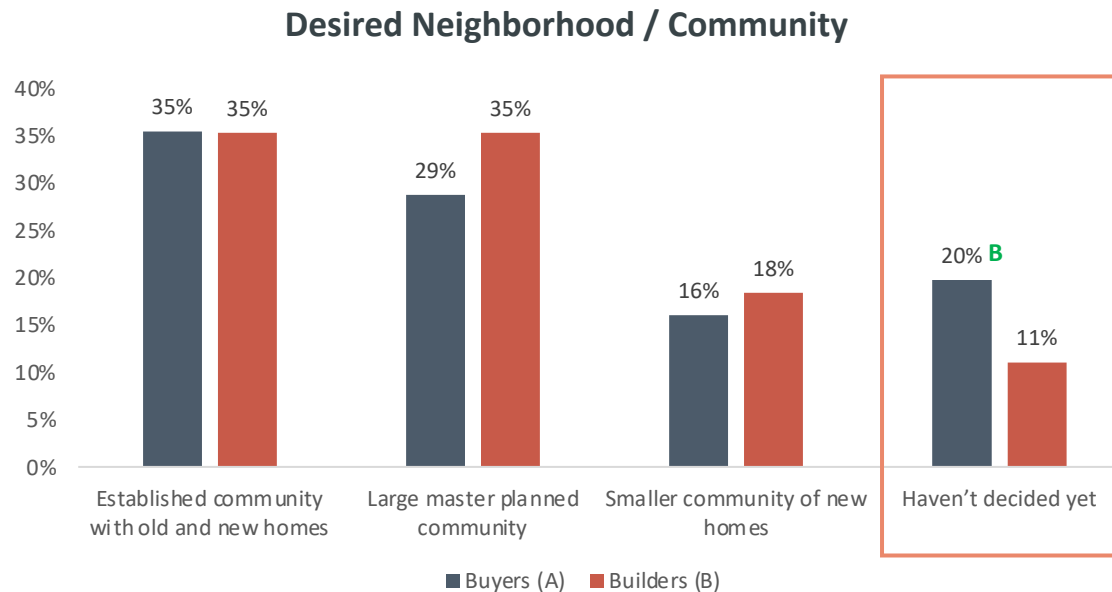
Q14 And what type of location / community do you think this home will be in?  
National Buyers n=268, National Builders n=272





# Builders have bigger opinions about where they want their home to be located

- + All consumers prefer either established communities or large master planned communities. However, Builders are less likely than Buyers to be undecided on where they want their home to be located.



Q13 And which best describes the neighborhood or community that you want this home to be in?  
National Buyers n=268, National Builders n=272



# Builders tend to have bigger, more expensive homes than Buyers

- + But importantly, the general price per square foot is almost the same, presenting a possible opportunity to communicate relative value to Buyers that may otherwise be intimidated by the investment of a newly built home.

BUYERS

AVERAGE ~\$277 per ft<sup>2</sup>

~\$1.00M

~3610 ft<sup>2</sup>

BUILDERS

AVERAGE ~\$280 per ft<sup>2</sup>

~\$1.14M

~4075 ft<sup>2</sup>

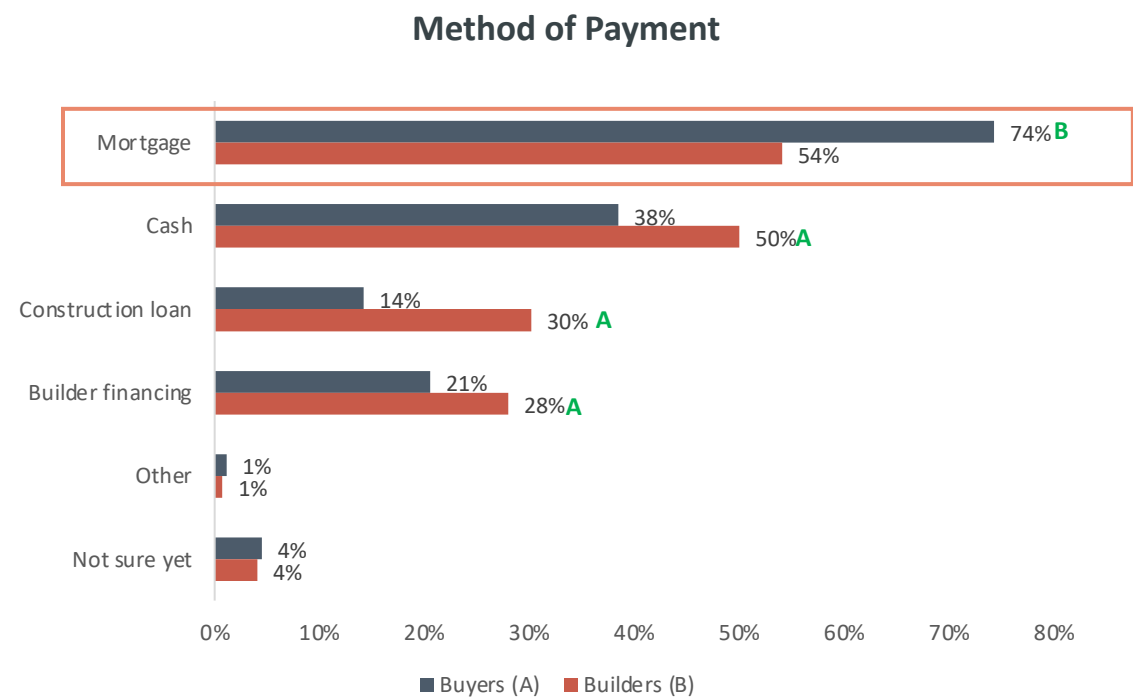
Q8 About how much do you plan to spend building or buying this home (including the land, NOT furnishings)?  
Q11 About how big will this home be (not including any secondary structures such as barns, guest houses, etc)?  
National Buyers n=268, National Builders n=272





# Mortgage is the most popular financing tool

- Buyers are significantly more likely than Builders to rely upon mortgages, whereas Builders are more likely to employ a wider variety of financing tools for their home.

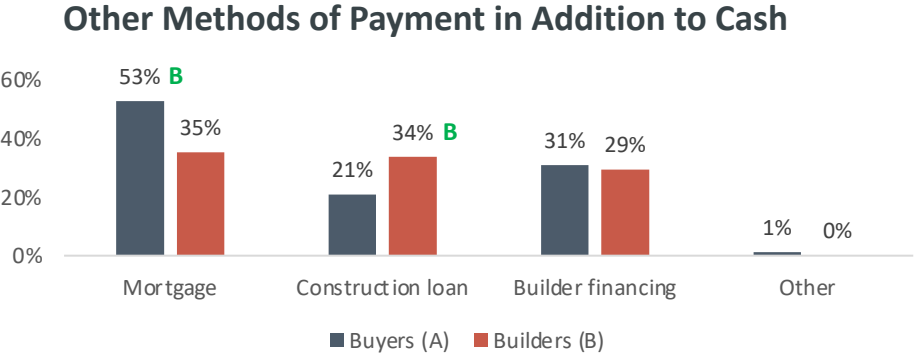
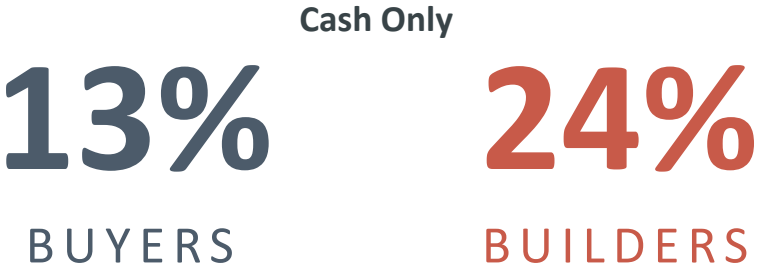


Q15 How do you intend to pay for the home?  
National Buyers n=268, National Builders n=272



# A closer look at cash buyers

- + Builders are far more likely to rely exclusively upon cash for their home purchase.
- + Cash Buyers are significantly more likely than Builders to also rely upon mortgages to pay for their home.



Q15 How do you intend to pay for the home? National Buyers n=268, National Builders n=272  
Q15 How do you intend to pay for the home?  
National Buyers that intend to use cash n=103, National Builders that intend to use cash n=136





# What consumers value...

**...and the specific features they're seeking.**



# Both Buyers and Builders especially value quality and personalization in a home

Rank Order of Home Offerings

	Buyers	Builders
1	Quality	Quality
2	Personalized	Personalized
3	Efficient	Thoughtful Design
4	Thoughtful Design	Design-Forward
5	Design-Forward	Efficient
6	Flexibility	Eco-Friendly
7	Weather Resistance	Weather Resistance
8	Eco-Friendly	Flexibility

Items outlined are uniquely more important to this group

Eco-Friendly	Materials sourced to minimize environmental impact
Efficient	Designed to minimize operating costs and maintenance
Personalized	Opportunity to choose the look of your home
Design-Forward	Focus on beautiful architecture and design
Thoughtful Design	Intuitive layout and details to maximize functionality
Flexibility	Bonus spaces that can suit your needs e.g., gym, media, playroom
Weather Resistance	Built to withstand natural disasters
Quality	High-quality materials and craftsmanship; longevity



# Buyers and Builders generally prioritize the same top home attributes

Rank Order of Home Attributes		
	Buyers	Builders
1	Size	Size
2	Layout	Layout
3	Interior Look	Interior Look
4	Price	Price
5	Preferred Neighborhood/Community	Exterior Look

Items outlined are uniquely more important to this group

Q23 When it comes to this home that you are looking to build or buy, what is most important to you?  
Please rank the items below where 1 is the most important and 7 is the least important. Top 5 of 12  
reflected.

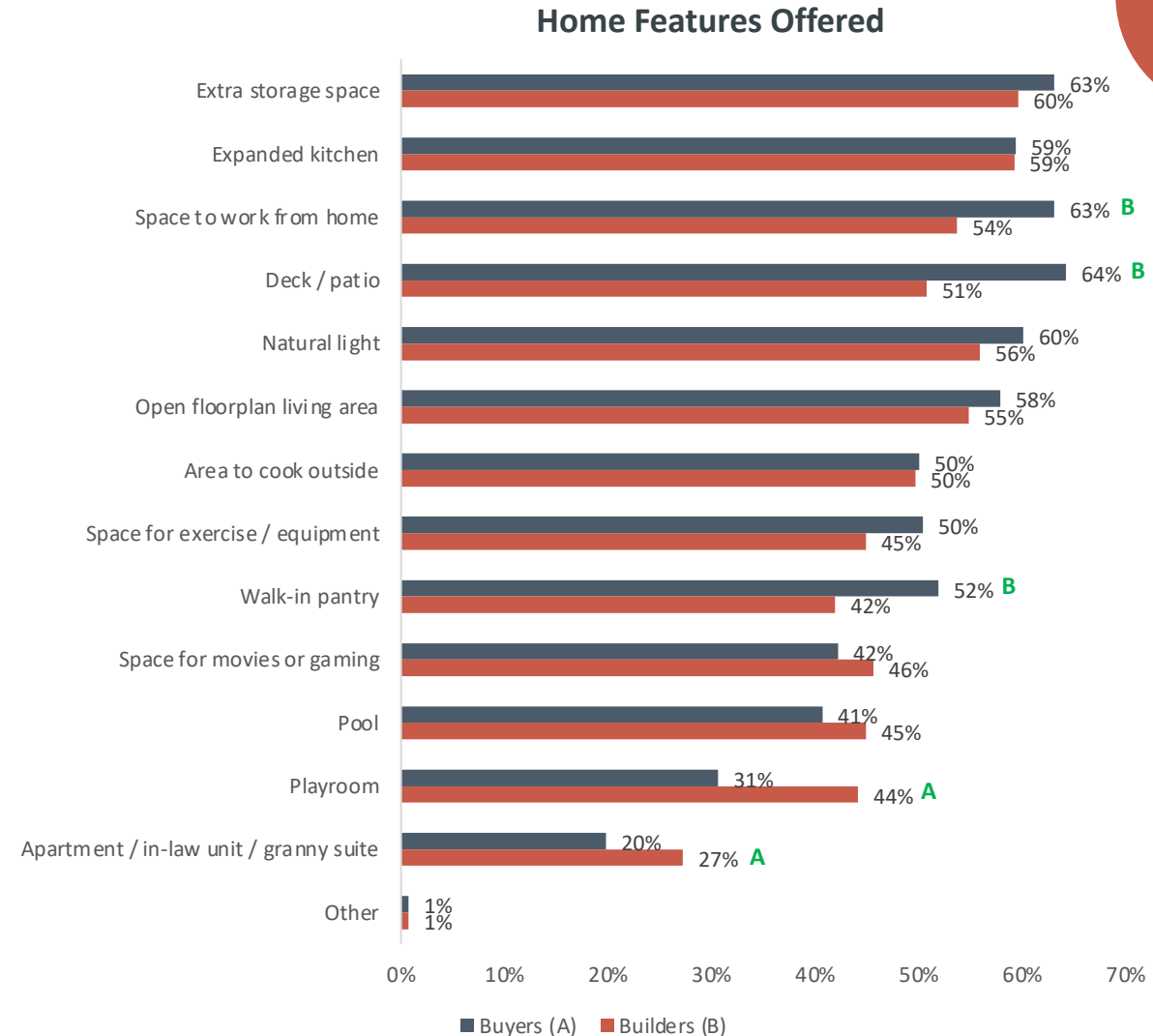
National Buyers n=268, National Builders n=272



# Consumers want their homes to offer several features

- + On average, each consumer selected six to seven features that they claim their home needs to offer, with extra storage space and an expanded kitchen being important to both Buyers and Builders.
- + Buyers are significantly more likely to want a home that has space to work from home, a deck / patio, and a walk-in pantry.
- + Builders place greater emphasis on the home offering a playroom and an apartment / in-law unit / granny suite.

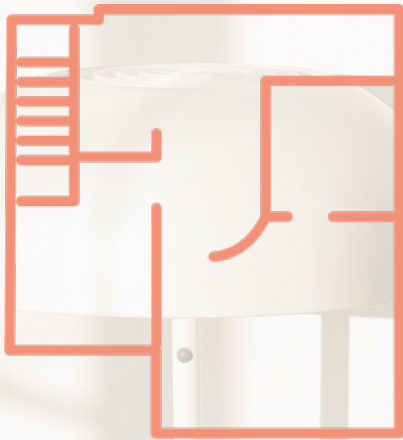
average  
**6-7**  
features  
sought





Yet, when it comes down to it, a few key features matter the most to both Buyers and Builders

#1



OPEN FLOOR  
PLAN

#2



SPACE TO WORK  
FROM HOME

#3



NATURAL  
LIGHT

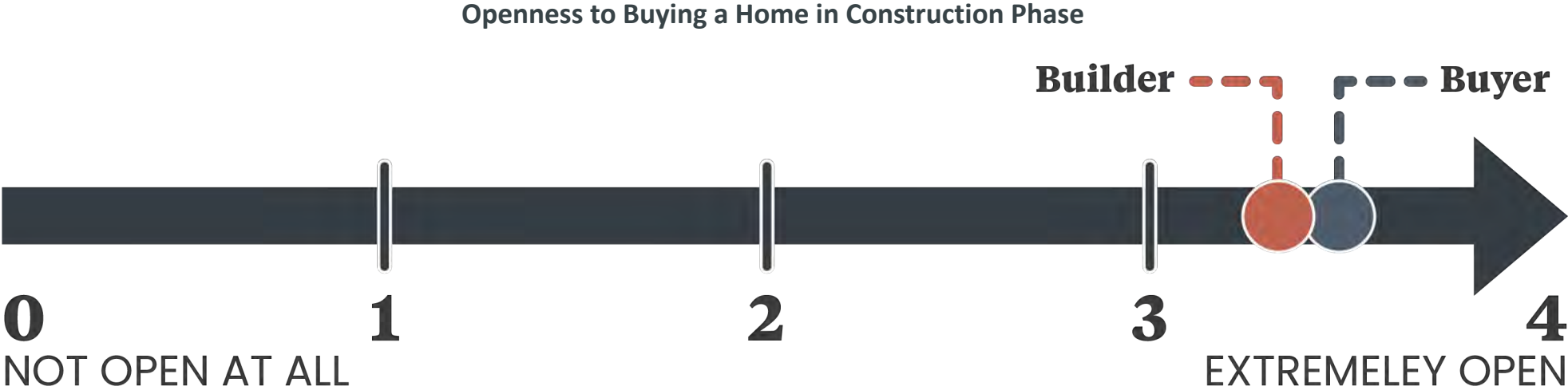
*Q25 And which of these is most important for the home to offer? Top 3 of 13 reflected.  
National Buyers n=268, National Builders n=272*

# Construction...

**...and consumers' thoughts on it.**



# Most consumers are open to buying a home in the construction phase and buying a newly completed construction home



Open to Buying a Newly Completed Construction Home

93%  
BUYERS

84%  
BUILDERS

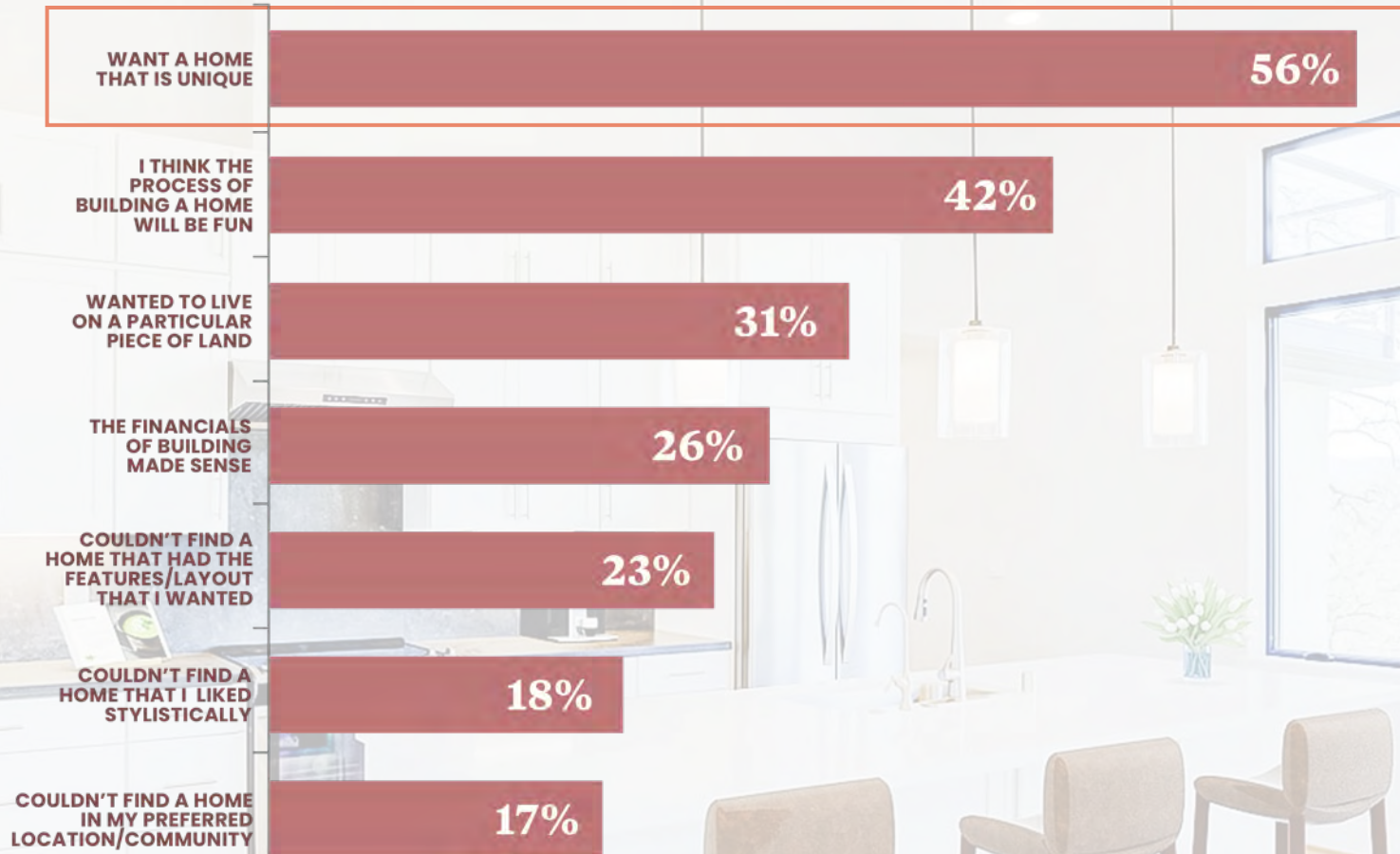
Q9 And how open are you, if at all, to the idea of buying a home that is in the construction phase? When we say construction phase, we mean a home that is not yet fully built, with room to personalize its design, layout, and/or finishes. Please use the slider to indicate how open you are, if at all, where 0 is not at all open and 4 is extremely open  
National Buyers n=268, National Builders n=272

Q10 And are you open to buying a newly completed construction home, one that is ready to move into?  
National Buyers n=268, National Builders n=272



# The desire for uniqueness is the main motivation for building a home

## Reasons to Build Instead of Buy

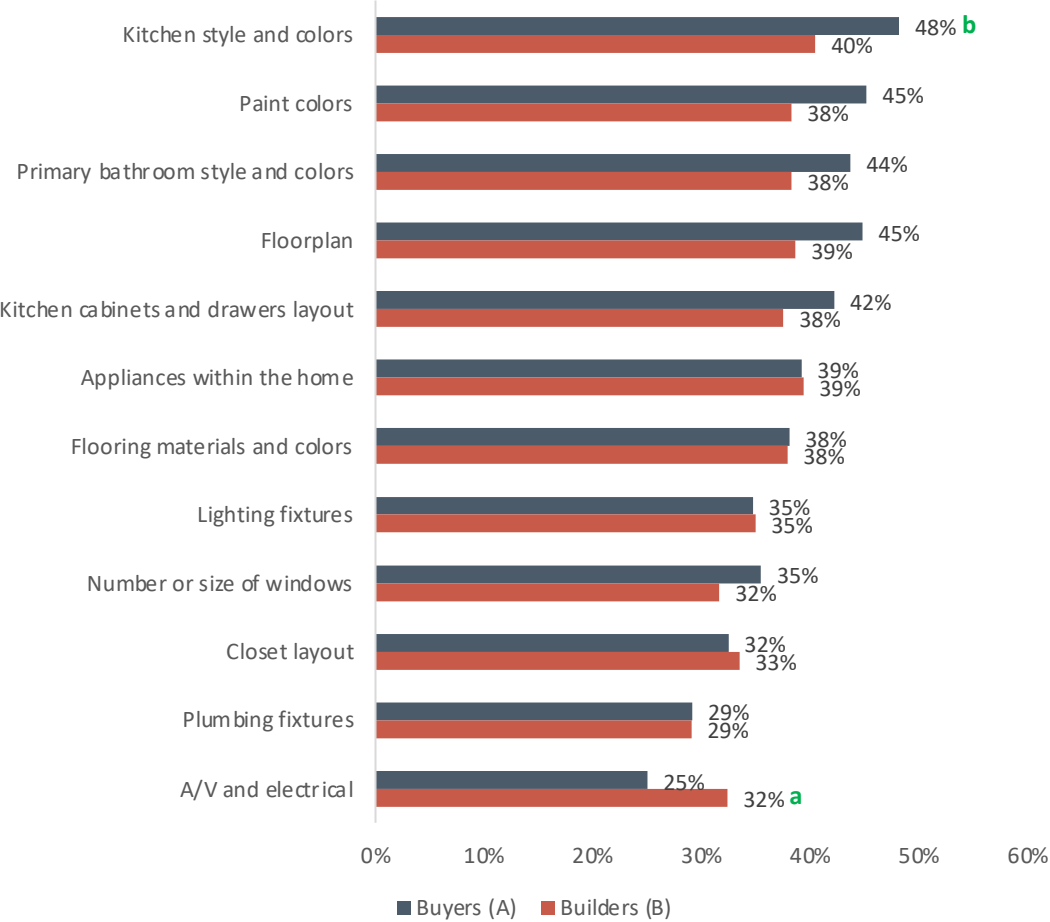


Q20 You mentioned that you intend to build a home. Why do you plan to build a home instead of buying one for sale? Select all that apply.  
National Builders n=272





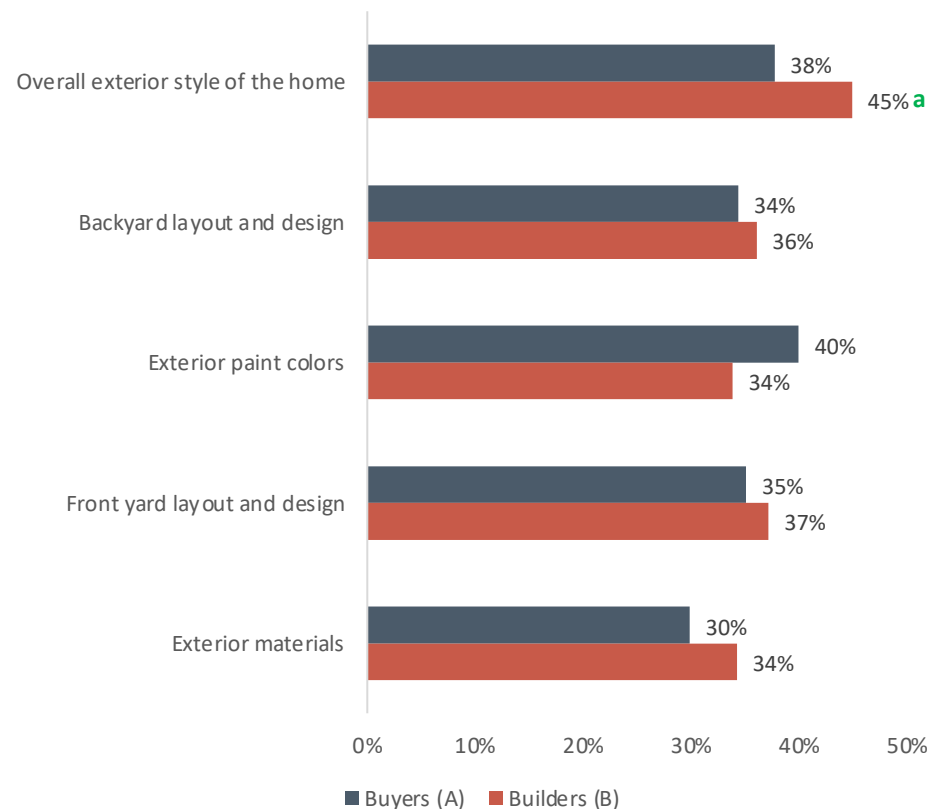
# Interior elements that must be personalized



Q38 Use the sliders below to indicate your preferences for personalizing the interior elements of the home. % that selected Must Personalize reflected.  
National Buyers n=268, National Builders n=272



# Exterior elements that must be personalized



Q37 If you were to purchase a home from Homebound, which elements would you most like to personalize? Use the sliders below to indicate your preferences for personalizing the exterior elements of the home. % that selected Must Personalize reflected.  
National Buyers n=268, National Builders n=272





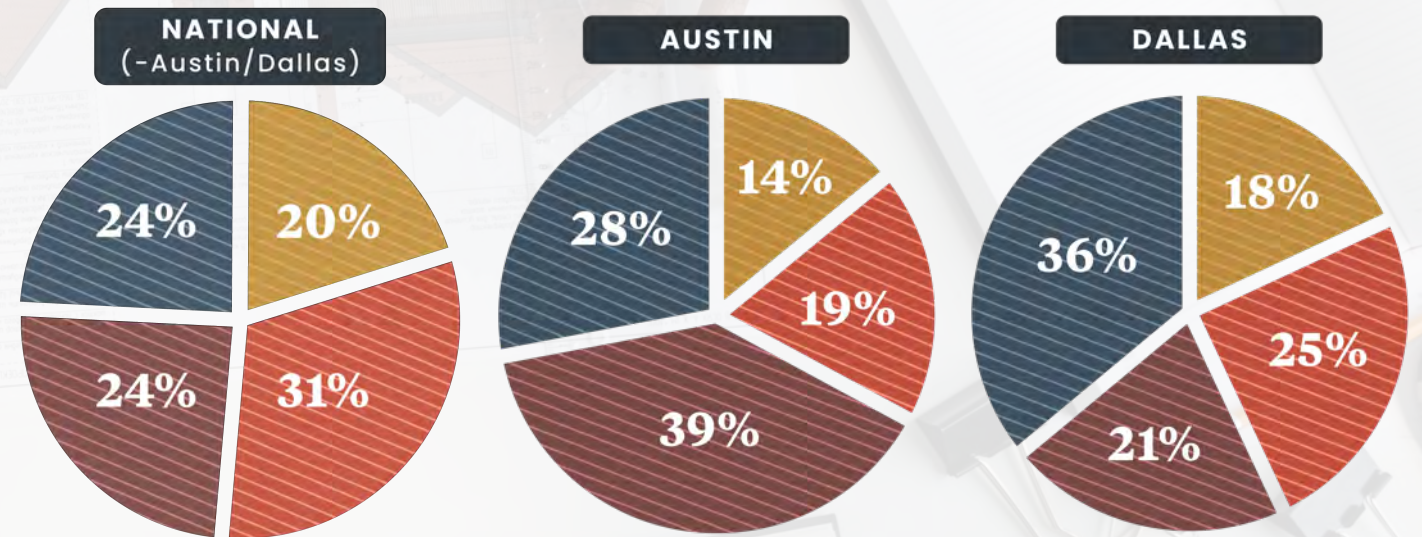
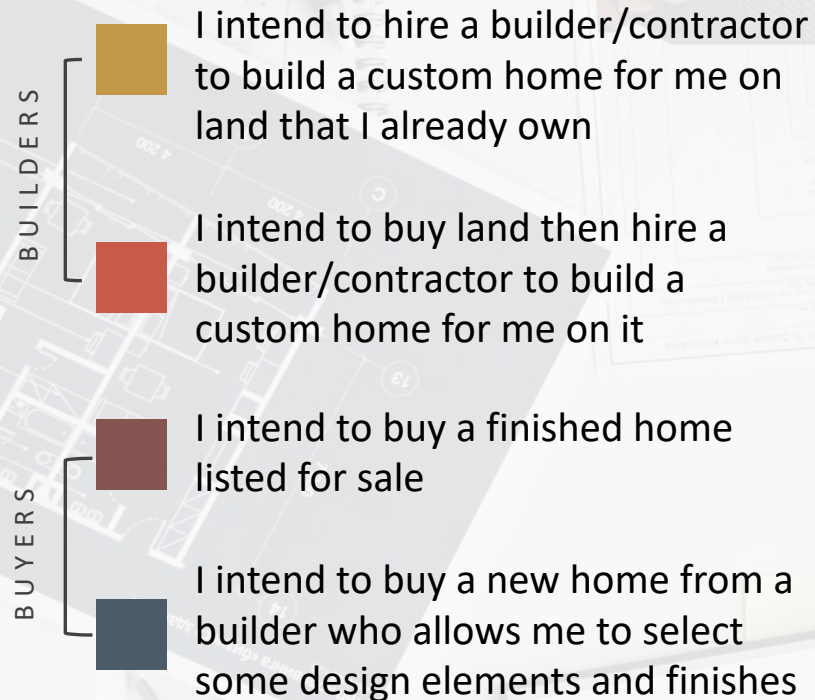
# A look at Austin + Dallas...

**...and the specific aspects that are different versus the previous findings.**



# A look at Buyers + Builders by region

- + Within this study, there are more Buyers than Builders within the Austin + Dallas regions.



Q4 You mentioned that you intend to build or buy a home within the next year. Which describes your situation the best?  
National (-Austin/Dallas) n=499, Austin n=57, Dallas n=134



# Dallas consumers are far more satisfied in their home buying/building experience than those in Austin

## Satisfaction with Buying or Building a Home

79%

NATIONAL  
(-Austin/Dallas)

59%

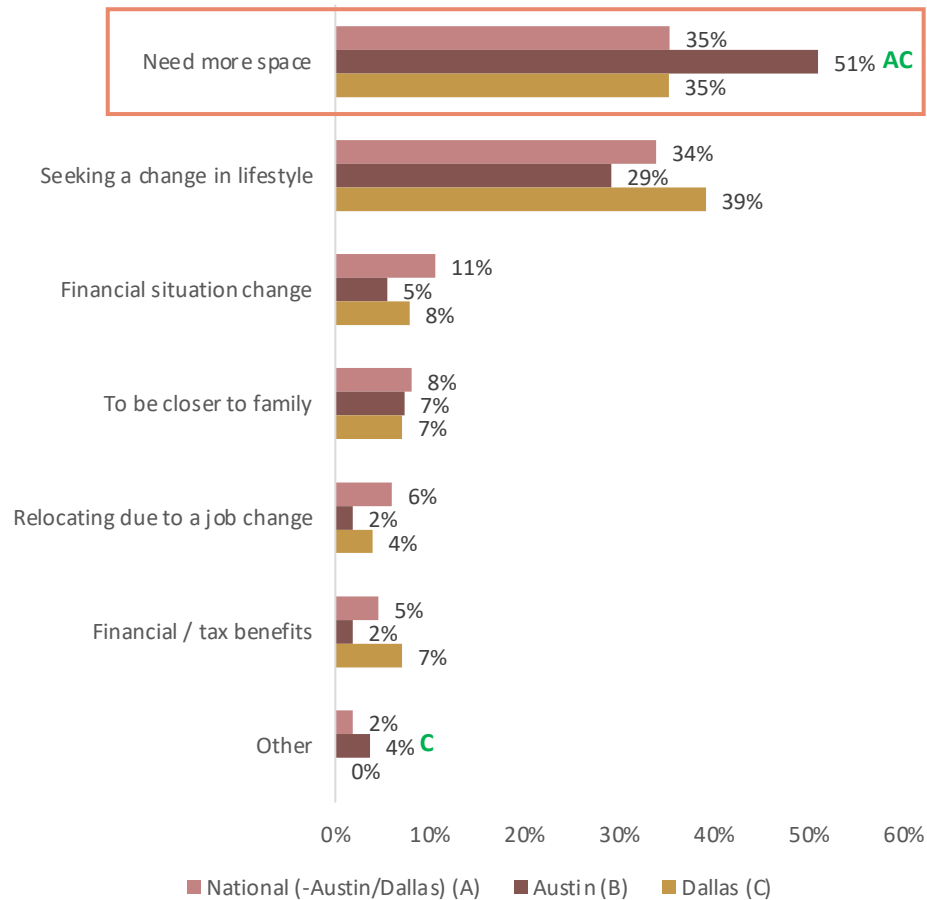
AUSTIN

82%

DALLAS

# Austin consumers are especially interested in more space

## Main Reason Looking to Buy/Build a Home



Q19 What is the main reason that you are looking to build or buy a home within the next year or so?  
National (-Austin/Dallas) n=499, Austin n=57, Dallas n=134





# Dallas consumers tend to seek larger, more expensive homes than those in Austin

+ Yet, the general price per square foot is relatively the same across markets.

NATIONAL (-Austin/Dallas)

AVERAGE ~\$282 per ft<sup>2</sup>

~\$1.08M  
~3840 ft<sup>2</sup>

AUSTIN

AVERAGE ~\$286 per ft<sup>2</sup>

~\$910K  
~3179 ft<sup>2</sup>

DALLAS

AVERAGE ~\$280 per ft<sup>2</sup>

~\$1.05M  
~3746 ft<sup>2</sup>

Q8 About how much do you plan to spend building or buying this home (including the land, NOT furnishings)?  
Q11 About how big will this home be (not including any secondary structures such as barns, guest houses, etc)?  
National (-Austin/Dallas) n=499, Austin n=57, Dallas n=134

# Quality is most valued across markets

Rank Order of Home Offerings			
	National (-Austin/Dallas)	Austin	Dallas
1	Quality	Quality	Quality
2	Personalized	Thoughtful Design	Efficient
3	Thoughtful Design	Personalized	Thoughtful Design
4	Efficient	Efficient	Personalized
5	Design-Forward	Weather Resistance	Design-Forward
6	Weather Resistance	Design-Forward	Flexibility
7	Flexibility	Flexibility	Weather Resistance
8	Eco-Friendly	Eco-Friendly	Eco-Friendly

Items outlined are uniquely more important to this group

Eco-Friendly	Materials sourced to minimize environmental impact
Efficient	Designed to minimize operating costs and maintenance
Personalized	Opportunity to choose the look of your home
Design-Forward	Focus on beautiful architecture and design
Thoughtful Design	Intuitive layout and details to maximize functionality
Flexibility	Bonus spaces that can suit your needs e.g., gym, media, playroom
Weather Resistance	Built to withstand natural disasters
Quality	High-quality materials and craftsmanship; longevity

Q22 What might a home offer that would be especially important or exciting for you? Please rank the items below where 1 is the most relevant and 7 is the least relevant.  
National (-Austin/Dallas) n=499, Austin n=57, Dallas n=134





# Austin and Dallas consumers rank their top home attributes quite differently from each other and the rest of the nation

Rank Order of Home Attributes			
	National (-Austin/Dallas)	Austin	Dallas
1	Layout	Price	Size
2	Size	Layout	Layout
3	Interior Look	Size	Price
4	Price	Preferred Neighborhood/Community	Interior Look
5	Exterior Look	Good Financial Investment	Good Financial Investment

Items outlined are uniquely more important to this group

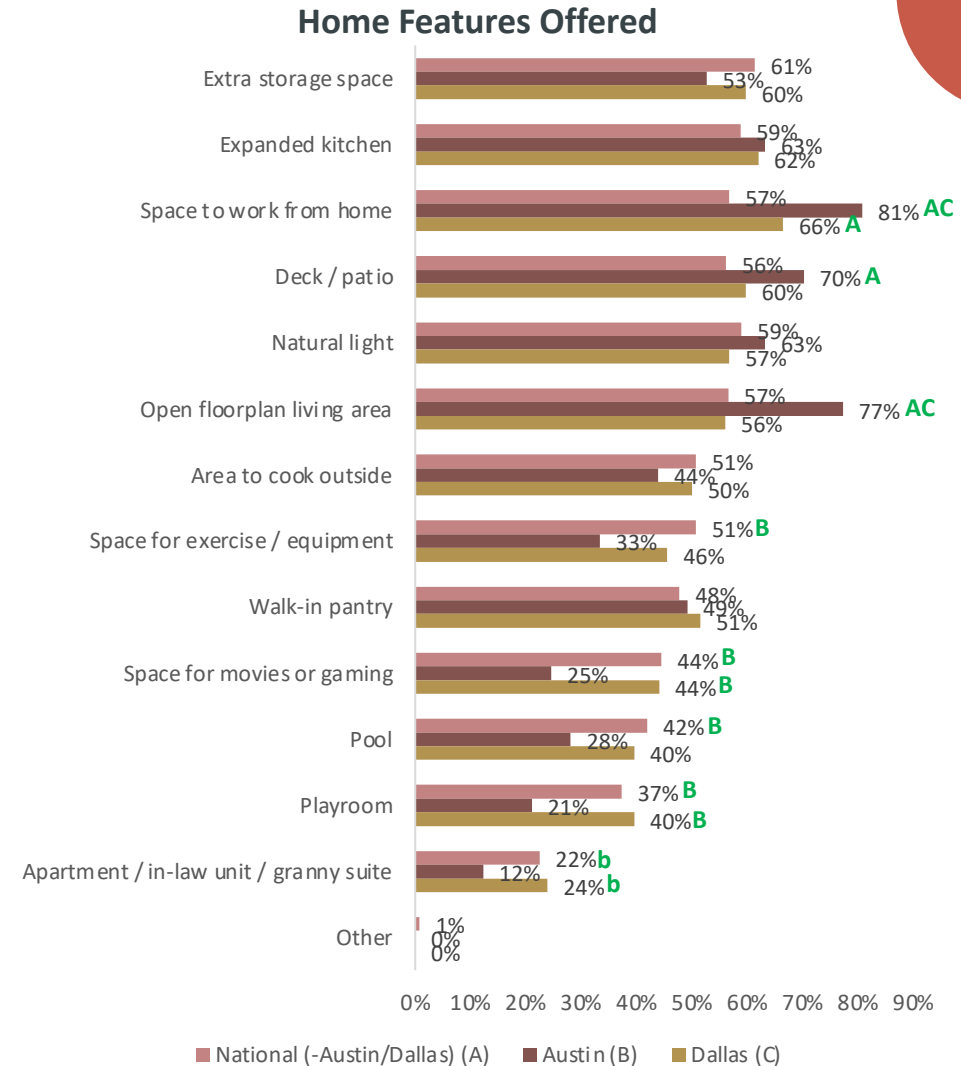
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Please rank the items below where 1 is the most important and 7 is the least important. Top 5 of 12 reflected.  
National (-Austin/Dallas) n=499, Austin n=57, Dallas n=134



# Consumers in Austin + Dallas have distinctly different home feature preferences

- + Most Austin consumers need space to work from home and an open floor plan, significantly more so than the other regions.
- + Dallas consumers are far more likely than those in Austin to need space for movies or gaming, a playroom, and an apartment / in-law unit / granny suite.

average  
**6-7**  
features  
sought



Q24 What do you need this home to offer? Select all that apply.  
National (-Austin/Dallas) n=499, Austin n=57, Dallas n=134





# Yet, when it comes down to it, a few key features matter the most to each of the consumer groups

## NATIONAL (-Austin/Dallas)

- #1 OPEN FLOOR PLAN 
- #2 SPACE TO WORK FROM HOME 
- #3 NATURAL LIGHT 

## AUSTIN

- #1 OPEN FLOOR PLAN 
- #2 SPACE TO WORK FROM HOME 
- #3 NATURAL LIGHT 

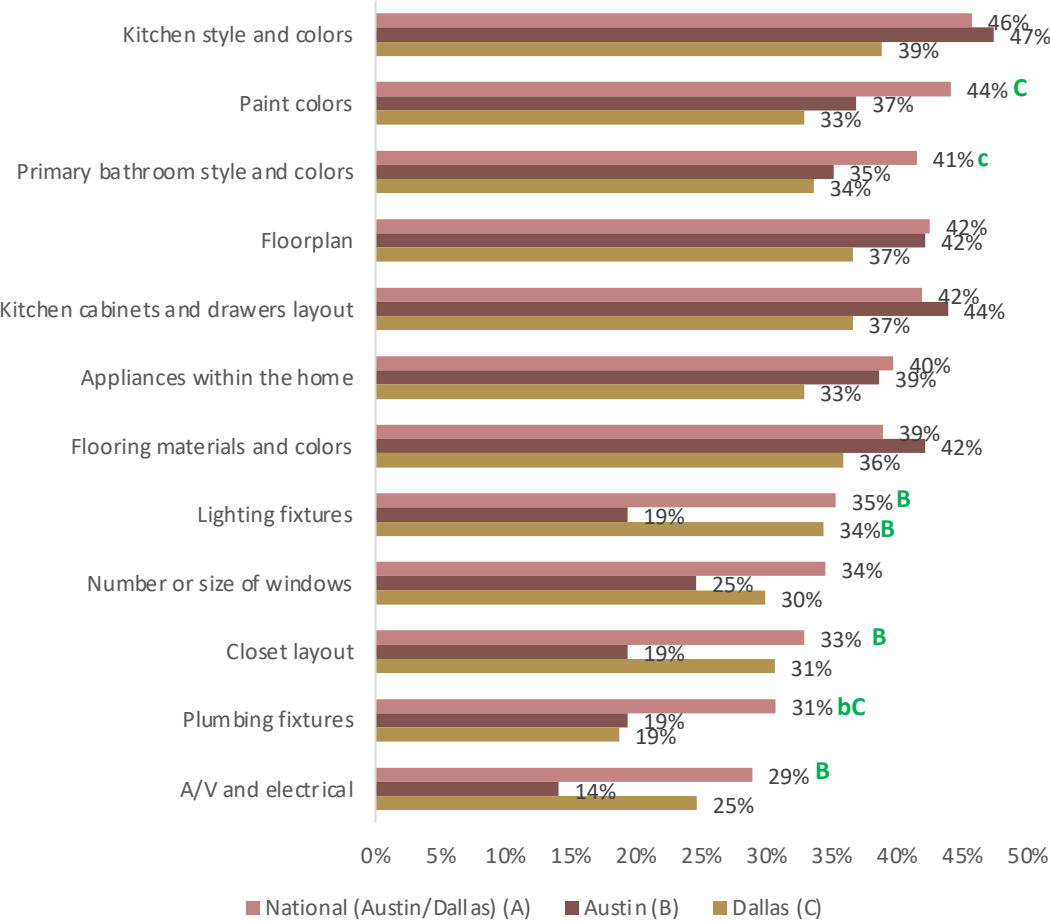
## DALLAS

- #1 SPACE TO WORK FROM HOME 
- #2 OPEN FLOOR PLAN 
- #3 NATURAL LIGHT 

Q25 And which of these is most important for the home to offer? Top 3 of 13 reflected.  
National (-Austin/Dallas) n=499, Austin n=57, Dallas n=134



# Interior elements that must be personalized

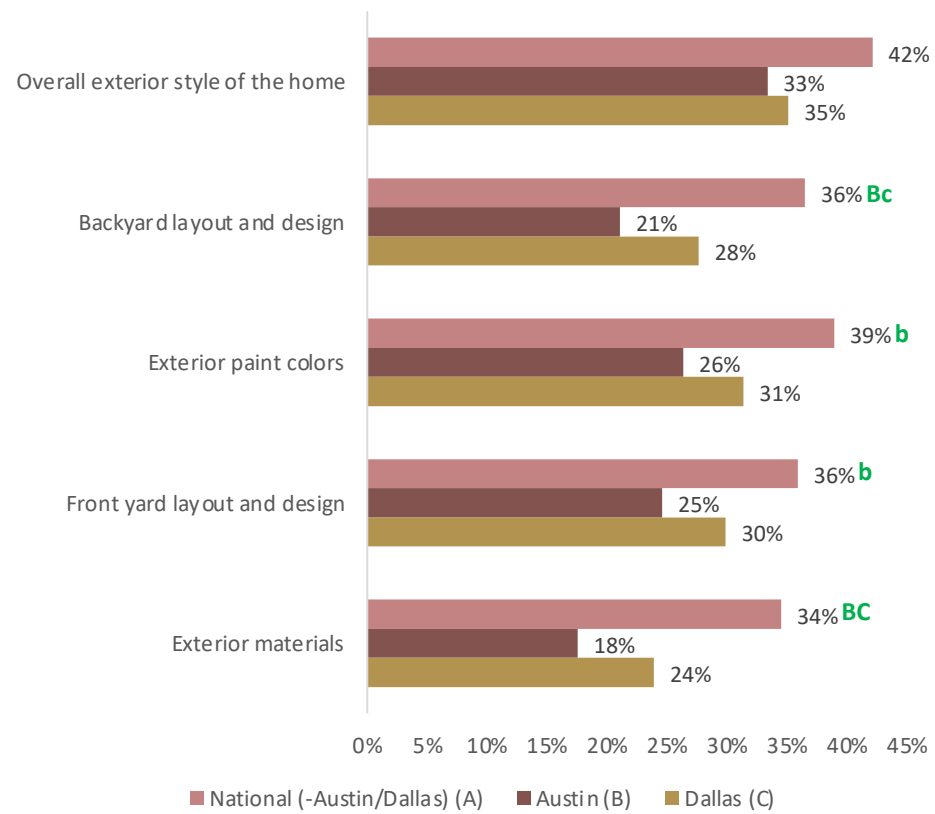


Q38 Use the sliders below to indicate your preferences for personalizing the interior elements of the home. % that selected Must Personalize reflected.  
National (-Austin/Dallas) n=499, Austin n=57, Dallas n=134





# Exterior elements that must be personalized



Q37 If you were to purchase a home from Homebound, which elements would you most like to personalize? Use the sliders below to indicate your preferences for personalizing the exterior elements of the home. % that selected Must Personalize reflected.  
National (-Austin/Dallas) n=499, Austin n=57, Dallas n=134



# Appendix



# Price per square foot by cost of home

- ✚ Not surprisingly, bigger homes happen to cost more money. However, the price per square foot increases substantially in these scenarios, indicating that the cost of land, materials and/or finishes are likely higher for these larger, more expensive homes.



\$500-\$1M  
Home Cost

AVERAGE ~\$217 per ft<sup>2</sup>

~3463 ft<sup>2</sup>



\$1-\$1.5M  
Home Cost

AVERAGE ~\$307 per ft<sup>2</sup>

~4071 ft<sup>2</sup>



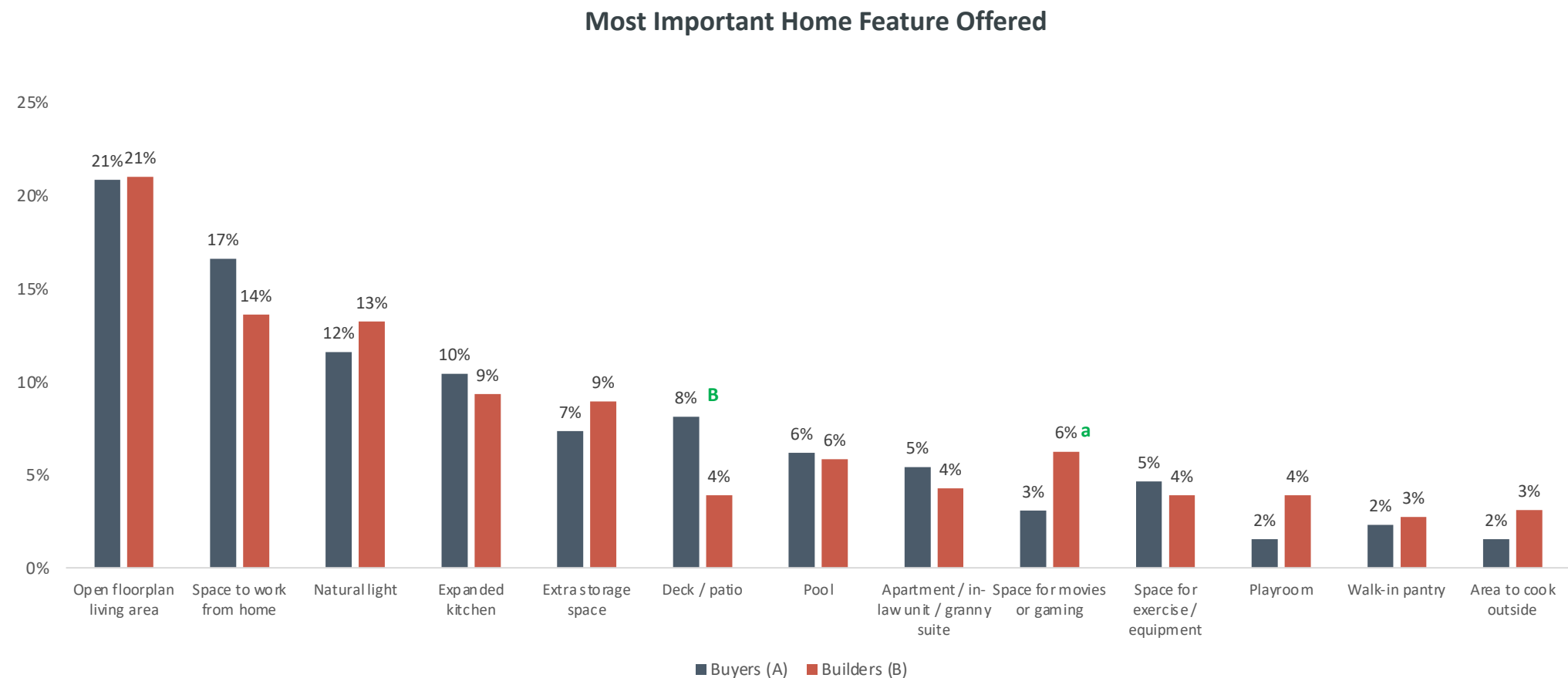
\$1.5-\$3M  
Home Cost

AVERAGE ~\$474 per ft<sup>2</sup>

~4747 ft<sup>2</sup>

Q8 About how much do you plan to spend building or buying this home (including the land, NOT furnishings)?  
Q11 About how big will this home be (not including any secondary structures such as barns, guest houses, etc)?  
National \$500K-\$1M Buyers n=299, \$1M-\$1.5M n=147, \$1.5-\$3M n=89

# Most important home feature offered – Buyers + Builders

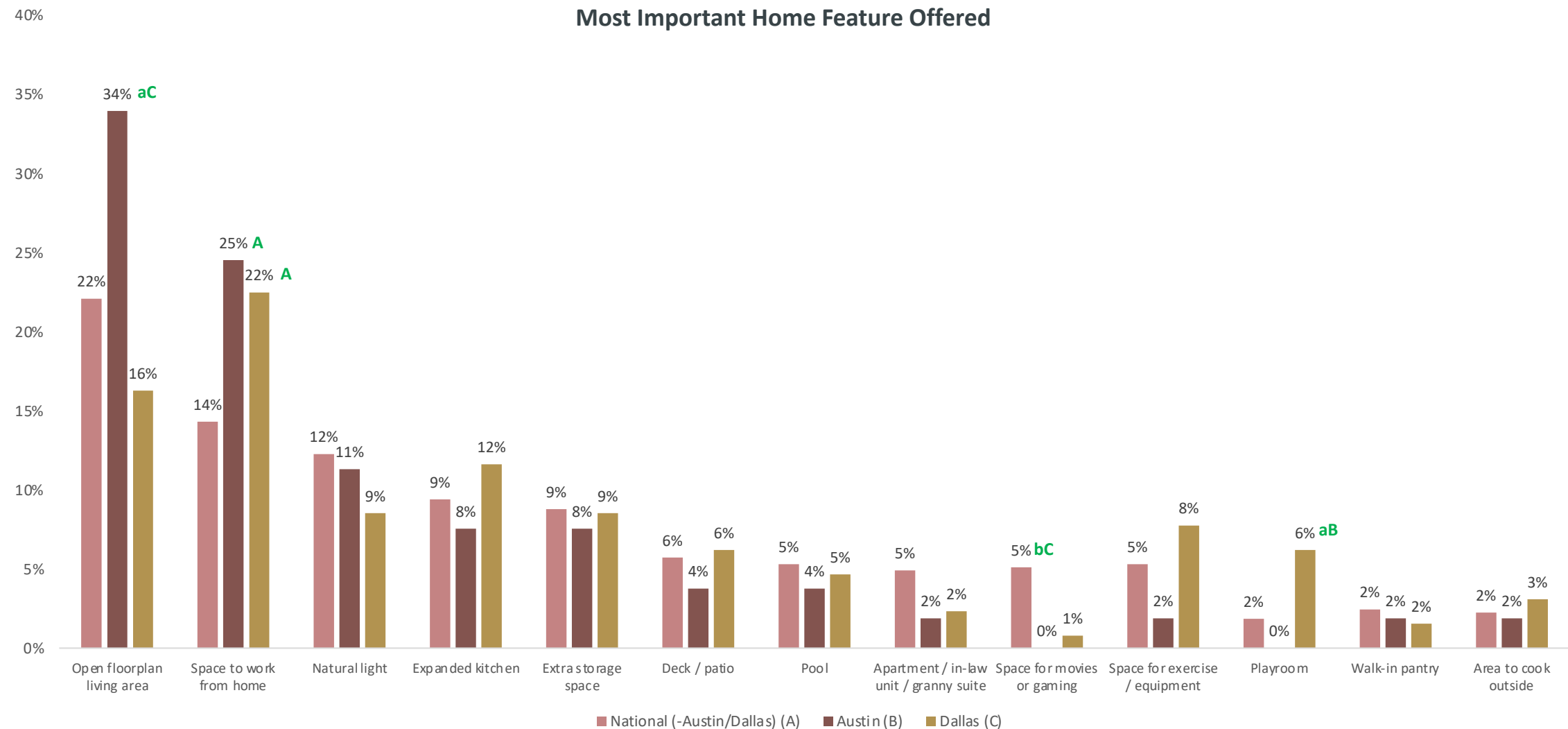


Q25 And which of these is most important for the home to offer?  
National Buyers n=268, National Builders n=272





# Most important home feature offered – Austin + Dallas



Q25 And which of these is most important for the home to offer?  
National (-Austin/Dallas) n=499, Austin n=57, Dallas n=134



+ y

Thank You!