



2020 ONLINE HOMEBUYER MYSTERY SHOP RESULTS

50 home builders across the country were shopped for 30 days. These are the results:

Online Sales Counselors?



42% of builders shopped had NO Online Sales Counselor (OSC)

Follow Up = Sales Success



Data from study by Convolo (formerly Lead Connect)

Speed, Frequency, Diversity



Only 2% of Builders Called in 5 Minutes or Less

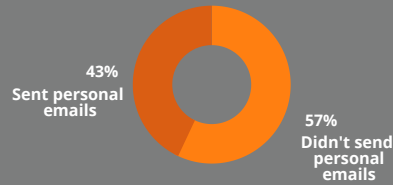
Personalized Emails vs. Marketing Emails

20% Didn't Send Personal Emails
50% Didn't Send Marketing Emails

Builders with OSCs



Builders without OSCs



Over 30 days, two builders sent 17 marketing emails, but only made a single phone call.

Autoresponders

60% of Builders Had Autoresponders

17%
with Autoresponders
Never Sent Personal Email

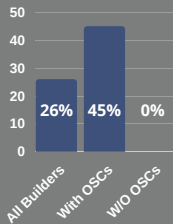
28%
with OSCs had No Autoresponder

57%
with No OSC and No Autoresponder

Autoresponders are not a substitute for personal response!

Personalized Email Response Time

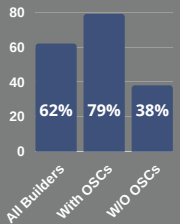
Responded in 30 Minutes or Less



Zero Emails Sent in 5 Minutes or Less

8% of builders took more than 24 hours to respond

Responded in 4 Hours or Less



20% of builders never responded at all!

The longest wait for an initial email was nearly 11 days!

Phone Response Time

2% of All Builders Called in 5 Minutes or Less

62%
of Builders Never Made a Call

19% of All Builders Called in 30 Minutes or Less

38%
of OSCs Never Made a Call

40% of All Builders Called in 4 Hours or Less

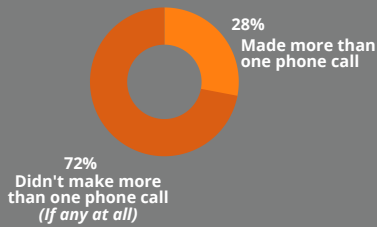
71%
Without OSCs Never Made a Call

The longest wait for an initial phone call was 7 days!

Dialing for Dollars

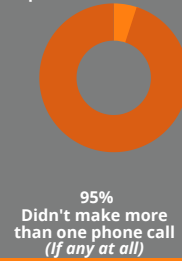
Only 18% of Builders Made More Than One Phone Call
89% of Those Were From OSCs

Builders with OSCs



Builders without OSCs

Made more than one phone call 5%



3 Builders made 3 phone calls in 30 days
2 Builders made 4 phone calls in 30 days



All Were From OSCs

Video Email and Texting



10% of Builders Sent One Video Email During the Shop

100% from OSCs

14% of Builders Sent One Text Message During the Shop

100% from OSCs



Diversify Touchpoints: Video Email

2020 Marketing Statistics



Initial Video Email
96% Increase in Click Through Rates (CTR)



The word "video" in the subject line:
19% Increased Open Rate
65% Increased CTR
26% Decrease in Unsubscribes



54% of Email Subscribers Prefer Videos with Videos

Marketing statistics compiled by SNOVio Labs

Touchpoints should include personalized emails, phone calls, videos, text messages, marketing emails and autoresponders.

Frequency of Follow Up

48%

of Builders Sent ONE or Less Personalized Email

85% Non-OSCs

44%

of Builders Sent 3 or More Personalized Emails

91% from OSCs

6%

of Builders Made More than 3 Phone Calls

100% from OSCs

There must be more than one follow up!

Persistent, Consistent, Diversified Follow-Up

Persistent

28% of builders had 5 or more personalized touchpoints in 30 days - mostly emails
93% from OSCs

Diversified

12% of Builders had 5 or more personalized diverse touchpoints in 30 days
100% from OSCs

Chat Can't Replace Follow-Up

29% of builders had live chat



64% with chat also had OSCs

56% of OSCs w/chat followed up 1-3 times

44% of OSCs w/chat followed up 5 or more times

36% with chat had no OSC

60% w/chat w/o OSCs followed up 1-3 times

0% w/chat w/o OSCs followed up 5 or more times

100% of OSCs w/chat followed up 1 time

40% w/chat w/o OSCs NEVER followed up!



No lead submissions were made through online chat.

Wrap Up



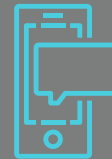
Speed



Frequency



Diversity



Change your follow up and incorporate video email!

Be fast:
5 minutes or less!

Be persistent:
8-12 touchpoints.

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& COMPANY

denim
MARKETING