

## 4 Killer Marketing Ideas For New Construction

### Virtual Staging, 3D Walkthroughs & Interactive Sales Kiosks Are The New Age Of New Home Marketing

New Home Construction has been booming across the country. According to a survey by Trulia, twice as many people prefer a newly built home over an older home. The biggest reasons cited are modern amenities and the ability to customize the home to their preferences during the construction process. This also means that buyers expect more from their pre-sales and builder consulting experience than ever before.

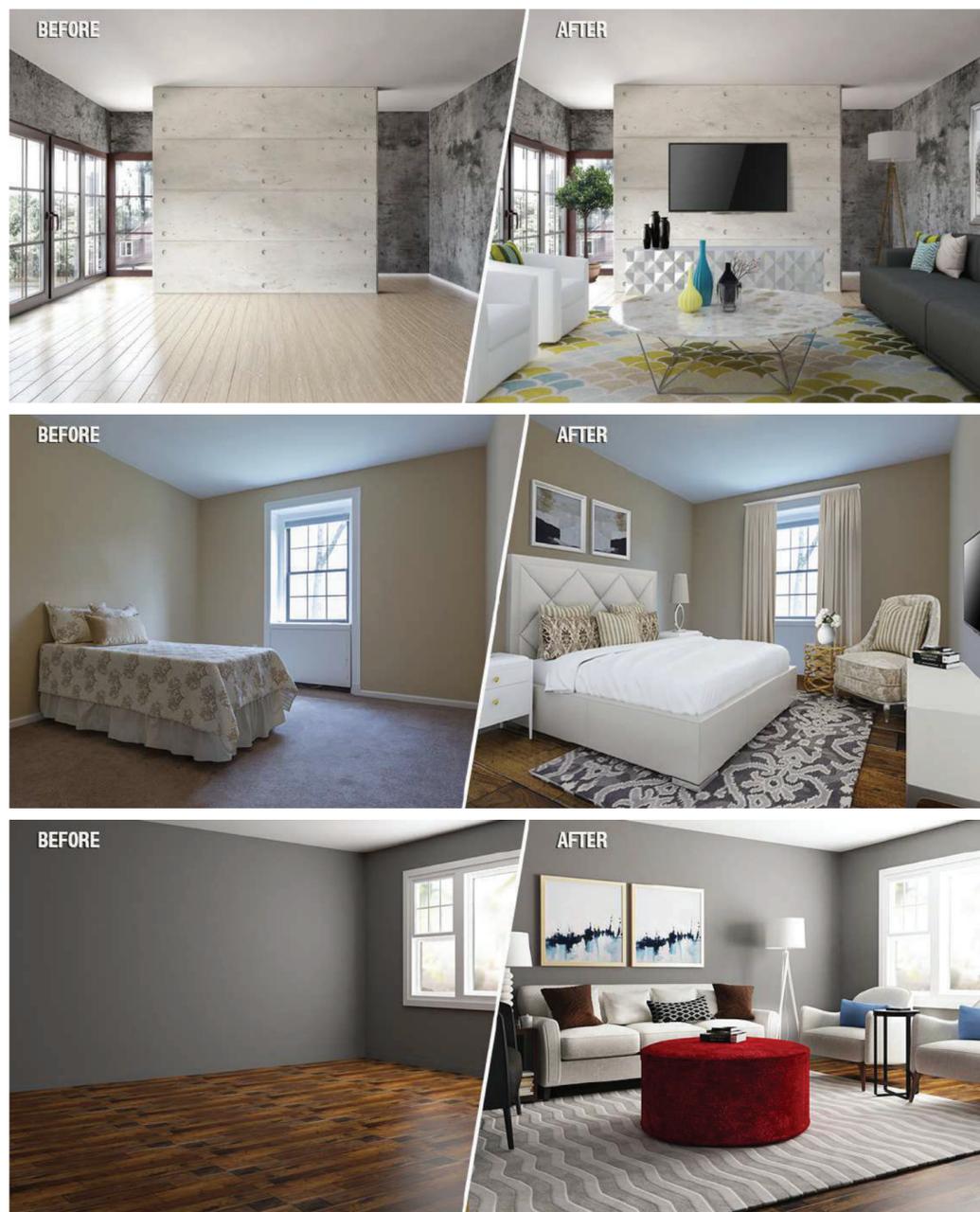
In a cut throat environment of increased competition from big players, combined with lofty buyer expectations, real estate developers have been turning to innovative digital marketing tactics to stand out from the pack.

Here are some New Construction Marketing ideas that are sure to delight your customers and help you build a Tech-Savvy Construction Company.

#### Virtual Staging

Virtual staging is the new wave in home staging where you stage the pictures of homes using 3D furniture and décor, instead of bringing in actual physical furniture into the house. According to NAR (National Association of Realtors), 90% of buyers cannot visualize a vacant property effectively. Virtual home staging is a cost effective way to show the potential of the property to future buyers without renting expensive furniture or hiring movers.

Virtual Staging can also allow you to stage the same space in multiple different ways tailored to each demographic. In the age of Pinterest and Instagram, the power of Virtual Interior Design as a New Home Marketing Tool cannot be underestimated.



#### 3D Walkthrough

Most Home Builders are not marketing their properties early enough. The smartest property developers understand the power of 3D Architectural Renderings as a pre-construction marketing tool. 3D renderings give you the ability to start marketing homes as soon as the architectural plans are submitted, well before you break ground.

3D Walkthrough is a video tour of the property where the customer can virtually walk through the house before it's built. This type of rendering goes a step further from still 3D renderings in helping convey a sense of space to potential buyers. 3D Walkthrough also takes the guesswork out of the construction process by showing the clients exactly what to expect from the



View this video walkthrough at <http://vr.padstyler.com>

#### Interactive Sales App

Modern home buyers expect more control and involvement with the home building process. The sales center experience has evolved where just having a physical office with paper brochures no longer cuts it. Innovative construction companies provide interactive lot selection and home design apps via mobile, tablets and in-office sales kiosks. Buyers can view fully furnished 3D floor plans and virtually configure their options in real-time. This level of interaction gives potential buyers a psychological ownership of the home they are configuring, helping boost sales and customer satisfaction.



#### Automated Drip Marketing

All of the above tactics help bring interested buyers through the door. What happens when they leave? That's when automated drip email marketing comes into play. Drip marketing refers to pre-configured email marketing messages that go out interested buyers at certain pre-set intervals from the time when they visited your website or sales center. You can use each email message in the chain to highlight certain aspects of the neighborhood, construction quality, available plans, options and more.

This type of marketing only needs to be designed and scheduled once. Once you set it and forget it, it pays dividends for as long as it runs. Most email marketing systems support some form of automated drip marketing. Our platform of choice is Mailchimp.

Large multifamily developers in major metropolitan markets have already been using these types of marketing strategies successfully. These are increasingly becoming accessible to smaller real estate developers as well. In a hyper competitive business of New Home Sales, building beautiful homes and capturing buyers emotions using digital marketing techniques is a sure-fire recipe for success.