

How to Manage Buyer Expectations During the 6 Phases of Homebuilding



Selling Phase

Set realistic expectations and be authentic in your marketing & messaging.



Pre-Construction Phase

Clearly explain the new home construction process & identify people they will be interacting with during their journey.



Construction Process Phase

Educate homebuyers on key components & systems of their new home & prepare them for upcoming phases.



Final Walk-Through Phase

Celebrate their new home with them and review details with the homebuyer for closing, maintenance, warranty, and key contacts.



Closing Phase

Be transparent with outstanding items, misaligned expectations, and next steps.



Warranty Phase

Proactively communicate to schedule warranty services and be honest & realistic about timelines and scope of warranty work.