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**SURPRISINGLY
SIMPLE WAYS**

THE BEST BUILDERS

WIN

MORE WORK

Building Boom

1.

BRAND CLARITY

Bigger home building brands do one or two things really well and nothing else.

That may be 'Single storey homes from \$150,000 - \$225,000' or 'Custom homes starting from \$800,000 - \$1.5M'.

But it's rare to find a builder who excels in their market and does everything under the same banner. It makes sense though if you understand why they do it. It's from a 'customer first' perspective.

If a customer is looking for an affordable family home, they will be more inclined to spend time with a builder who specialises in that field than a jack of all trades who builds anything and everything. So if you're a smaller volume builder – the best advice would be to choose your market and build your brand on that. EG: For new homes, you may choose a niche from these price guides;

- First Home Builder (Single Storey Homes up to \$165,000)
- Economy Builder (Single Storey Homes between \$165,000 - \$250,000)
- Affordable Builder (Single and Two Storey Homes \$180,000 - \$360,000)
- Luxury Singles (Single Storey Homes from \$250,000 - \$450,000)
- Mid-Range Multi (Singles from \$210,000 & Doubles from \$350,000)
- Premium Builder (Singles from \$280,000 & Doubles from \$480,000)
- Luxury Builder (Singles from \$350,000 and Doubles from \$750,000)
- Executive Builder (Homes from \$800,000 - \$3M)

Once you choose your niche, every piece of marketing material should reflect your choice. It's a bold decision at first, but one that pays off later.



ABN GROUP is made up of 5 residential building companies all in different markets.

Starting with first home buyers at the Homebuyers Centre to Celebration Homes, Dale Alcock Homes, APG and W&B Homes serving the luxury home buyers.

2.

SALES & MARKETING COME FIRST

The most successful builders are led by the sales and marketing departments – then construction works out how to deliver the homes. Not the other way around.

This gives the marketing team the ability to be creative with designs/plans and attractive packages or offers to entice buyers.

They also prioritise funds to continually promote their company and their homes.

If you're a small to medium sized building company, it might simply be a mindset shift that will take you to that next level.

It goes without saying that most building companies are started by the registered builder... but builders aren't typically marketers. If you're going to increase sales and grow market share, it will take adding a sales and marketing team to your company for continued growth and success.



3.

TIP!

"Whoever can spend the most on advertising wins!"

– Jay Abraham

BUDGETING FOR ADVERTISING

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Display home builders know how much it costs to win a new customer and they factor it into their prices.

That way, they decide on how they will spend their advertising dollars to give them the greatest exposure to the market. They're not debating whether or not they will advertise...

It's also important to note, that while advertising budgets are flexible – they are generally decided towards the end of the financial year and then locked in for 12 months.

This gives the marketing team consistent advertising all year round which helps to keep sales consistent too.

If you're not budgeting for advertising an easy way to start is to raise your percentage mark-up on your building costs by 2%. Now put that 2% towards advertising. As you win more work you can raise that percentage.

We're also seeing a trend with more budget moving away from traditional media and towards much larger budgets with digital media. \$40,000+ a month on digital campaigns is no longer unusual.

In our experience, a mix of both traditional and digital amplify results. So consider a mix that is most suitable to reach your target market.

4.

DIFFERENTIATION IN THE MARKET

Creating a point of difference for your building company takes work and a lot of time, especially because homes take months or years to build.

There are a few ways you can differentiate your company to others;



**BUILD A STYLE &
MAKE IT YOUR OWN**

EXAMPLE!



Riverstone did this when they formed in the early 90's and it carried the company for the first 15 years before others imitated it forcing them to adapt (which they successfully did).

They built luxury homes almost exclusively with limestone bricks in a style made popular by Frank Betz in America. If you wanted a limestone home of that style, you only built with Riverstone.



DEVELOP A RANGE

In a similar vein, you can develop a range of home designs. The range could be based on price, lot frontage sizes or a style/look. A few floor plan concepts with some alternative 3D elevations can be a good starting point.



Express Two Storey Living did a wonderful job of this with their Brownstones range. The homes were based on an open plan New York apartment style with some exposed bricks and concrete.



Awards tell a story to your customers –
that you're reputable and doing something right.

EXAMPLE!

➤ Redink Homes has won the HIA 'Excellence in Service' awards multiple times and used that award to position themselves as the builder who looks after the clients. From a client perspective, what more could you ask for!



Every builder started out with nothing, but even then every builder is different. If you're just starting out, you must tell your story. Your background, your history, what you've learned and from whom. Your combined experience and passion can set you apart from your competition, so use whatever makes you unique



5.

A GAME PLAN WHICH THEY EXECUTE (SHORT TERM & LONG TERM)

In today's highly competitive home building market, it's vital to have a marketing plan you're executing.

LONG TERM:

An obvious long term marketing plan would be to build and promote a display home. Display homes work for a variety of reasons – and those same reasons translate to digital marketing – which can be a short term plan. Let me explain...

A display has the following advantages:

- Multiple homes in one location
- Both land developer and all the home builders promote the display village
- Highly qualified visitors walk through the home on a regular basis
- Sales reps can qualify people quickly and easily (Got a block? What's your budget?)
- Hot leads are then recorded and followed up by the sales rep.

Disadvantages of display homes:

- A long time in planning
- Limited availability
- Large capital expenditure & holding costs
- Long term commitment (worse if the home isn't a good seller)
- First and final (there are no revisions or improvements)

Display homes are great, but every large project home builder knows what it's like to sit on a display home for 3 years when it's the worst performer in their portfolio.

SHORT TERM:

All the advantages of a display home can also be replicated using digital marketing.

- Invest in an asset and put that on your website (often described as a 'lead magnet')
- Promote the asset via Search & Social media to generate interest
- Capture the prospects details when they view/download the asset online
- Communicate with your prospect automatically with marketing automation to qualify them
- Generate leads from the qualified prospects for your sales team in your CRM software
- All leads followed up by the sales rep.

Having both a short term plan and a long term plan will help to fill your sales pipeline with new leads from multiple strategies.

6.

A DIGITAL MARKETING PLAN

When it comes to marketing online you have so many different options that it can become confusing.

Should you invest in SEO (Search Engine Optimisation)?

Should we be on Facebook?

What about Pinterest, Houzz, New Homes Guide Online, Buildism, Realestate.com.au?

Then even each of those have different options and strategies.

A better question would be;

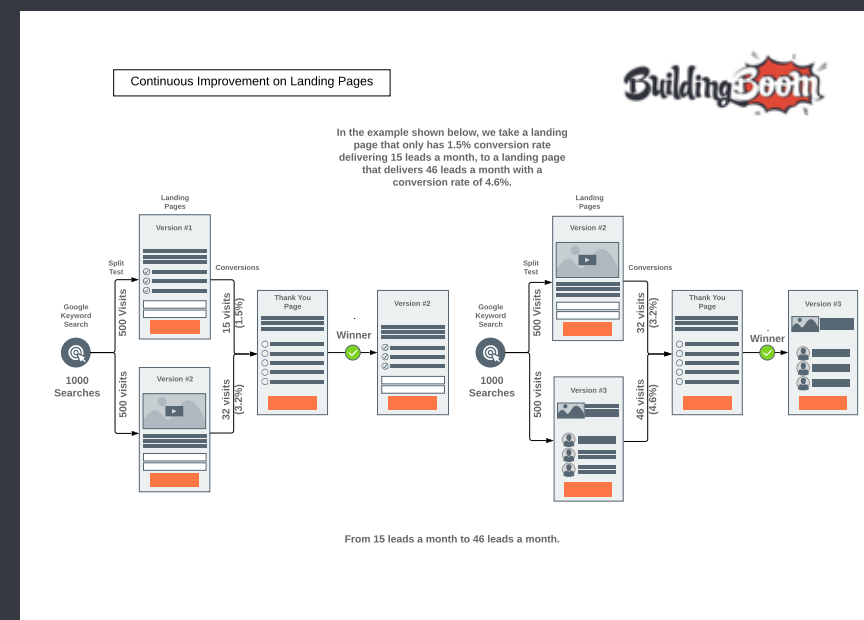
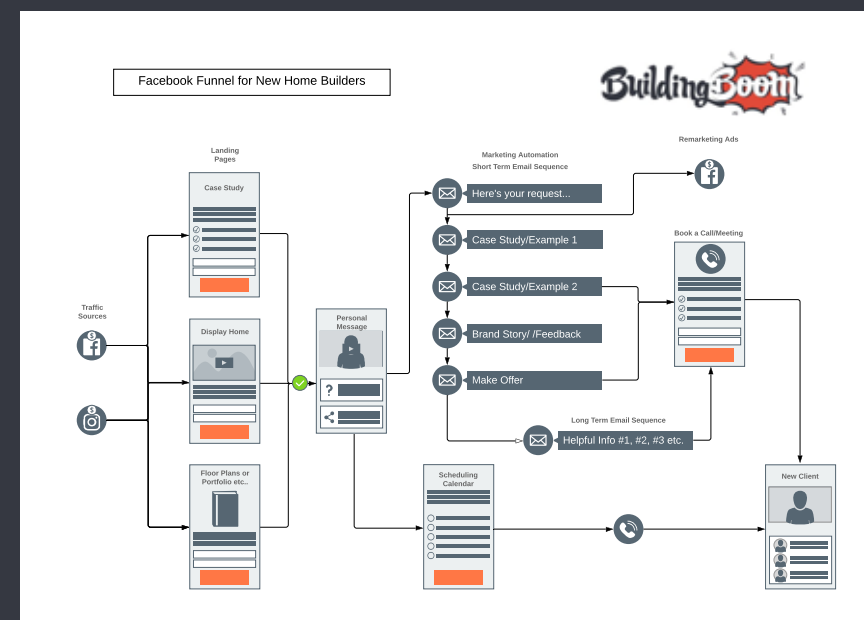
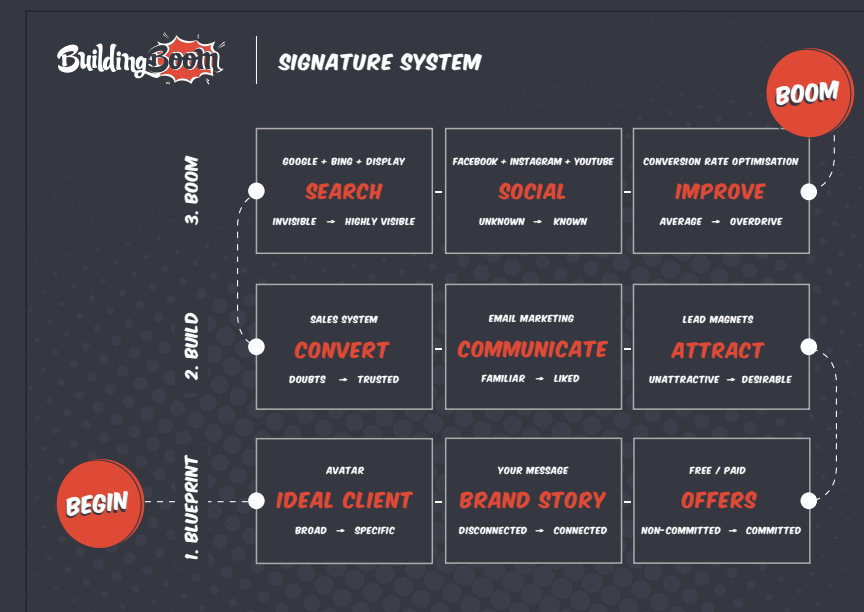
If we're using Facebook, what is our plan?

At Building Boom, we help the new home building industry get clients using digital marketing and we make it easier to execute a plan because we've created the blueprints.

We have blueprints for different marketing strategies like;

- How to launch a new display home
- How to generate more traffic to a display home with Facebook
- How to build a Facebook sales funnel
- How to build a Google Adwords sales funnel
- How to perform Conversion Rate Optimisation on landing pages for more leads
- And many more...

For a comprehensive and proven game plan designed and developed specifically for your building company, simply contact Building Boom today.





**WE HELP NEW HOME BUILDERS
GET MORE CLIENTS**

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