

# Taking Customer Satisfaction to the Next Level



**When happy homeowners are the goal**, building great homes will always be the foundation of what you do. But taking your buyer's customer experience to the next level is without a doubt the (beautifully finished) doorway to elevating your business.

**This quick guide offers easy steps to differentiate yourself** from the competition and stay top of mind with your homebuyers. We'll discuss the importance of customer satisfaction and solutions both HomeSphere and our partner GuildQuality have to offer, so customers aren't just satisfied — they're singing your praises.

## *Keep reading to discover:*

- ✓ How customer satisfaction drives long-term growth
- ✓ The key to earning satisfied customers
- ✓ Modern solutions that will take you to the next level

*In collaboration with*

GUILD  QUALITY

# Why Customer Satisfaction Drives Long-Term Growth

Homes are one of the biggest purchases made in a person's lifetime, which means no one (except for, maybe, an erratic rockstar) signs on the dotted line on a whim.

Instead, prospective homebuyers are researching (online and in person) and talking to friends, family and any acquaintance they know who has recently moved. **Customer satisfaction isn't just important — it's a matter of future business!**

## The power of the referral

Referrals have long been a mainstay for builders — see this **nearly 20-year-old Builder article!** — because as the **Association of Professional Builders** notes, “they convert into sales at a much higher ratio than any other marketing channel.”

In the **State of Residential Construction Industry 2025 report**, commissioned by APB, it was found that on average companies need 2.5 referrals to sign one contract. That compares to 30 paid leads needed to sign one contract.

It's not just that referrals are important, SORCI found that builders increasingly rely on referrals and word of mouth for generating new leads — and, in fact, 48.4% of surveyed professionals said referrals were their primary marketing strategy. Furthermore, 34.5% of respondent leads came from referrals in 2024.

While SORCI advises caution on relying too much on referrals without other lead generation in place, it's safe to say referrals as a tool are here to stay. For builders using referrals as a top lead generation tool, keeping customers satisfied isn't just necessary, it's absolutely crucial.

## Online reviews hold a lot of initial sway

Here's what we know: the **homebuying process starts online**. According to the National Association of Realtors, 43% of buyers in 2024 went online to look for properties as their first step. That compares to 21% of buyers who reached out to a real estate agent first.

How you show up online (**a topic we've written about**), or how you don't show up online, has immediate repercussions for that initial homebuyer search.

As **Builder also notes**, 90% of consumers read reviews and other online information to make purchase decisions. On top of that, **a BNP Media study found** that 91% of homeowners rely on online reviews before picking a contractor.

But what's really the kicker is how reviews can **impact your Google ranking**, as discussed in detail by Builder Funnel. A bad Google ranking means your website won't be a top result when buyers take to Google to search, “new homes near me,” (or any variation thereof).

# Why Customer Satisfaction Drives Long-Term Growth (*continued*)

## Your homeowners could become repeat customers

While homes are a huge purchase, and buyers tend to hold on to them longer than their phones or their car, they still aren't permanent purchases.

Moves happen for a variety of reasons — from new jobs to upgrading or downsizing — and a lot of moves are not from one side of the country to another (i.e. potentially outside of your market area).

A **Joybird survey** found that the average American moves eight times over the course of their lifetime, and that beyond their childhood, Americans typically move to two different states and five different cities over their adult years.

The same study found that people on average move between cities within the same state 2.23 times, while some states like Oklahoma see an average of 6.4 moves within the state. This is particularly important data for small to midmarket home builders (and remodelers) to consider when thinking about future business.

## The stats at a glance:

- It takes **2.5 referrals** to sign one contract compared to 30 paid leads.
- 90% of consumers **read reviews** to make purchase decisions.
- Americans move an average of **eight times** in their lives.

Sources: SORCI, Builder and Joybird



# The Keys To Earning Satisfied Customers

Homeowners aren't unlike any other customer and **what satisfies them**. They want:

- A great product.
- To be valued.
- To stay top of mind past the initial sale.

Your homes are where it all starts for your buyers, but they're not where it ends — expectations have evolved and heightened since the pandemic and modern home builders are in the position of having to offer more to stand out from competitors. Consider:

## Before the sale

**A great website that is easy to navigate, shows a portfolio of your work and includes a frequently checked contact form.** Not everyone has the resources of a huge, national builder and that's okay. But today's homebuyer wants to be able to conduct a general online search in their target area and receive immediate results without having to dig. Make no mistake that listings for the existing home market will not be buried, so your website shouldn't be either.

Ideally, prospective buyers will also be able to take online tours of your model homes, or at least view detailed photos, so they can complete initial research on their own.

If they want to take the next step and meet with you, they'll also expect that completing a contact form will result in quick follow-up (no one wants to feel like they're begging to spend \$400,000+!).

## After the sale

**Clear and consistent communication from your team.** The residential construction industry has a bad rap about being unresponsive — we've all heard the jokes. Subverting this stereotype is guaranteed to get you noticed.

Clear communication includes being transparent about your build process, but it also includes communicating when the news isn't good or even when there isn't any news, i.e. a product is still waiting to be installed because of a supply chain hold-up. Your buyers might be disappointed by such news, but at least they won't be disappointed and angry that they never hear from you.

Communication is also a two-way street, and soliciting your buyers' feedback on how the new home process is going before they've moved in can help them feel both valued as a customer and help you to address concerns early on before they grow into large issues.

**Surveys** are a great way to solicit feedback and improve your processes before issues arise.

**Negative reviews** should never be a surprise!

# The Keys To Earning Satisfied Customers (*continued*)

## After the sale (*continued*)

An easy way to do this is through mid-project surveys that solicit their feedback.

Surveys are a fantastic way to hear honest feedback and improve your processes, and when you show customers you care about their opinion, you can help to curtail negative reviews. Negative reviews should never come as a surprise!

## After closing

**Show buyers their experience with you doesn't end at hand off.** No buyer wants to feel like they are on their own once the keys are in their hands. It's one thing to answer customer service calls and conduct one-time check-ins, it's another to make it absolutely clear that your buyer's peace of mind in their new home is your peace of mind.

The hand-off is a crucial time to leave your buyers with a lasting impression. Are you leaving your buyers feeling confident in their new space or can you see that they feel overwhelmed in their final walkthrough?

Do you feel confident in the way all the products in the home are catalogued for your buyers? Or are you expecting to receive a lot of calls as a matter of "normal" business?

Are you soliciting their feedback once again after they've had the chance to live in the home?

These are all important considerations for turning customers from one-time purchasers into brand advocates.



# Solutions To Help You Take it to the Next Level

In this section, we will discuss solutions both HomeSphere and our partner, GuildQuality, have to offer that help take customer satisfaction to the next level.

## My HomeSphere

My HomeSphere® is a **new app for homeowners** that puts everything they need to know about their new home right at their fingertips — from crucial product info to to-do lists and easy warranty registration.

Bulky binders tucked into future junk drawers? Not in your homes.

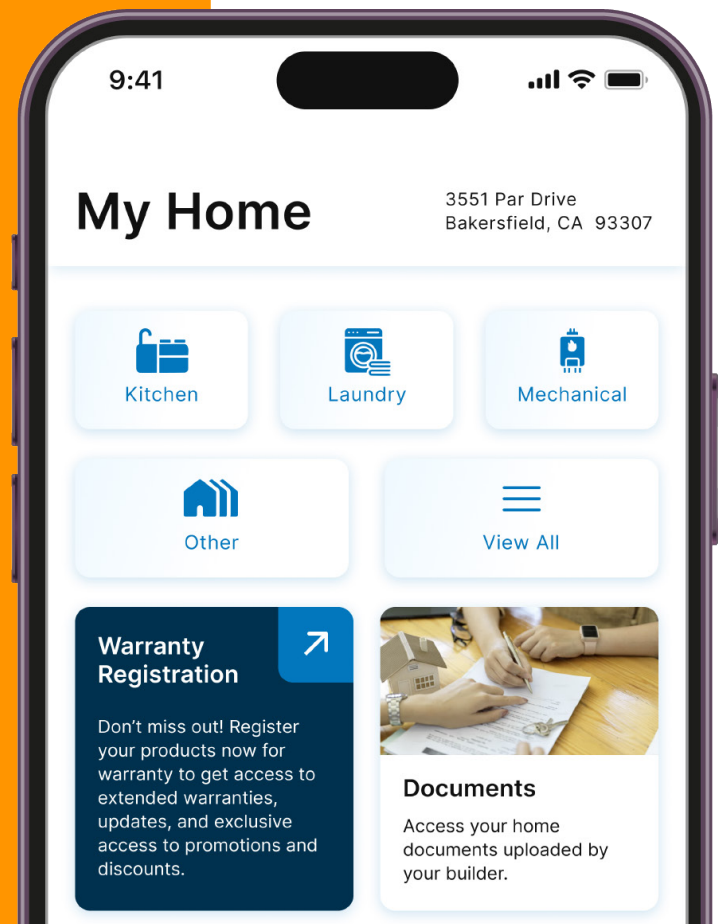
It's a perfect hand-off tool that will allow you to offer peace of mind to your buyers and keep you in their thoughts for years to come.

### After-close care, amplified

CCS Homes prioritizes enduring relationships with buyers, but their after-close care was missing a vital service: helping buyers to register new products.

With My HomeSphere, their buyers gain access to one-click warranty registration, model/serial numbers, manuals, notices and more.

*"My HomeSphere makes so much sense for our homeowners. For a low cost and minimal effort, we ensure our clients can register and access their warranties at the click of a button." - Jamie Elrod, Design Consultant, CCS Homes*



# Solutions To Help You Take it to the Next Level *(continued)*

## GuildQuality

GuildQuality is here to help you **maintain excellent customer service** through customer satisfaction surveying, performance reporting and marketing.

Through a combination of mid- and post-project surveys and review monitoring, GuildQuality has helped builders and remodelers turn customer feedback into a proactive system that yields higher customer satisfaction and significantly increased Google reviews.

### Soliciting feedback to boost client satisfaction

D.R. Domenichini Construction is a family-owned business with a mission to exceed customer expectations. Owner Dave Domenichini turned to GuildQuality to increase Google reviews and incorporate a mid-project survey to improve customer satisfaction.

By reviewing every survey response, they were able to consistently improve their process and address client concerns early, ensuring that projects were left on a high note.

They also increased their Google reviews 11 times over and improved key performance metrics in post-project surveys.



*"The best way to get five stars on every job is to find out how the client feels halfway through the project. That's why we created our mid-temperature check survey." - Dave Domenichini, Owner, D.R. Domenichini Construction*

# The Last Word on Homeowner Satisfaction

Homebuyers might vary in their wants and needs, and the level of care they require, but truly considering their full customer journey doesn't just help them — it helps you and your business.

Making sure their experience is top notch will result in more wins for you, and your bottom line (and Google listing) will thank you for it.



## About HomeSphere

Established in 1999, HomeSphere is the original builder program, connecting home builders to exclusive building product rebates and, now, the tools to wow your homebuyers again and again.

## About GuildQuality

Founded by a home builder in 2003, GuildQuality is the leading provider of customer satisfaction surveying and web-based performance reporting for home builders and other home professionals.

