

# How to Sell to Today's Homebuyer in Today's Market

It is crucial for builders to consider a number of factors when determining how to market new home inventory to San Diego homebuyers.

**San Diego is one of the nation's most unique and diverse home markets.**

Located south of Los Angeles, just north of the Mexican border, San Diego is surrounded by a variety of distinctive environments. San Diego's coastal and inland regions have something to offer everyone in the market for a new home.

However, one of the biggest challenges faced by San Diego homebuyers is affordability. In fact, San Diego recently ranked the 13th most expensive city in the United States. With demand outpacing supply, today's homebuyers differ greatly from those of the past and are limited, not only by options, but by location. We've put together our findings of the most important factors.



**Building Industry Association  
of San Diego County  
Sales & Marketing Council**

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# 1

## Knowing Your Audience

### Who's buying homes today?

As a home builder and marketer, it's important to consider who your audience is to gain a better understanding of their needs.

Based on market research, young families and mature couples are San Diego's top home shoppers today. Many millennials in San Diego are marrying, starting families and looking to buy single-family homes, while older, retired couples are looking to down-size.



### What do they want?

There are many factors that determine what buyers are looking for in a home. Buyers aren't simply searching for a place to live, they want a place they can call home. This is why lifestyle and amenities - things that create a sense of community - are essential to integrate into the homebuilding process. Resort-style recreation centers with sparkling pools can provide the ultimate hub for an energizing start to the day, family entertainment or just unwinding from a long week. For outdoor enthusiasts, lush parks and scenic trails create the perfect habitat for a healthy and active lifestyle. Thoughtfully designed new homes should be inspired by their natural surroundings and ideally place homeowners within easy proximity to work, high-performing schools and lifestyle amenities and entertainment.

### Multi-Generational Suites

Today's modern family is more multifaceted than the traditional unit family of two parents and two-point-five kids it once was. Today, only 6% of households are multi-generational. But 38% want to be able to accommodate aging parents, and 30% want to be able to accommodate their 18+ children.

Multi-generational spaces can be created to accommodate elderly parents, young adults and sons and daughters returning from military service, as well as family members experiencing life transitions. These spaces can also allow relatives to maintain a level of autonomy - even within the same home unit.

### What can they afford?

Of course, affordability is a significant factor when buying a home. Offering a spectrum of homes with a range of pricing provides more options for buyers across a variety of demographics and backgrounds. Whether home price ranges start in the low \$300,000s or end in the millions, buyers from any stage of life and background should have the opportunity to choose a home that best fits their needs.

## 2 Marketing Your Strengths

Recent studies have shown more than 94 percent of prospective homebuyers value and prioritize interior style as the single most important feature when searching for a new home – and it is one of the few factors you can actually control as a homebuilder. So why not use that to your advantage? Design and style are consistently changing and adapting to the needs and demands of the community, which is why homebuilders should be ready to evolve at any moment. Today, an analysis of the homebuyer market shows that 61 percent of buyers prefer modern motifs over more traditional designs. So be prepared to innovate and when it doubt, choose a sleek, polished look!

### Interior Design

According to a recent Myers Research study, 71% of new home shoppers select home design as one of their top motivations to buy. That’s even above the price of the home!

Whether Spanish modern, farmhouse, mid-century or other, homes should strive for fresh expression while preserving the quality of the adjacent community. Hues should borrow from the natural palette found in the surrounding outdoors. For example, homes found in north coastal areas can combine tones of blues to match their surrounding seaside environment and vibe and opulent views of the coastal scenery. Meanwhile, northeastern San Diego homes can create contemporary designs that are in tune with nature, highlighting greens and earthy tones, complementing and enhancing the “great outdoors” living experience.

# 94%

Percentage of prospective homebuyers value interior style as the single, most important feature when looking for a new home.

Myers Research



Blues are calming and neutral, ideal for coastal communities.

## 3 Integrating Modern, Emerging Technologies

In today's fast-paced, modern world, homeowners and families are faced with protecting our environment while also meeting the daily demands of life. From careers to cooking and cleaning, to weekend trips with the kids, homes should be designed with cutting-edge technologies that improve the health and well-being of families through eco-friendly building practices and comfort inducing controls that can also reduce energy costs to help homeowners save money. Health, comfort and control. What more could buyers ask for? Building on demand from today's home buyers, homebuilders have incorporated smart home technology into their new homes that save water, increase energy efficiency, contribute to green building practices and add modern conveniences to make life easier.



### Energy and Water Conservation

Builders can incorporate energy and water-saving features such as efficient faucets and shower heads, drought tolerant landscaping, fluorescent lighting and programmable thermostats.

### Smart Technology

Homeowners should feel at ease and in control while away from home. By incorporating smart technology managed by smart phones or other devices, such as Amazon's voice-controlled Echo devices, allows homeowners to control temperature, lighting and home security with a simple vocal request. Even something as simple as a WiFi enabled garage door opener or hot water heater/recirculation pump blend technology and convenience.

## Sustainable Practices

In order to contribute to better indoor air quality and further conserve natural resources, builders can incorporate recycled carpets and cabinets, engineered wood products, low VOC paint and finishes and efficient HVAC filters, among other features.

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### Being the Exception, Not the Standard

Being a successful home developer does not mean that you should simply aim to build “the biggest and most elaborate” homes. Being a developer should mean aiming to build and foster the importance of community and place an emphasis on close collaboration with those who live and work in the areas we operate. Builders should create exceptional places that incorporate the balance and preservation of natural space through infrastructure designed to grow our communities and invite vital lifestyle amenities.

With so many factors outside the control of the homebuilder, it is important to focus on the elements you can control to help set your homes apart from the competition.

**By knowing your market and building homes that incorporate design, technologies and price points that will speak to the largest segment of homebuyers, you can be assured of increased sales and homebuyer satisfaction.**

Resources:

<https://meyersresearch.box.com/shared/static/7jzl3du1jk9c2lsh7s3l776gnrt7qgw8.pdf>

<https://www.usatoday.com/story/money/2019/04/04/what-it-actually-costs-to-live-in-americas-most-expensive-cities/37748097/>



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Pardee Homes San Diego builds thoughtfully designed and innovative new homes and communities for first-time through luxury homebuyers. Established in 1921, the company is recognized for its master-planned community concepts and customer-focused processes for new home purchases. It was one of the first builders in San Diego to embrace green homebuilding measures and environmentally sensitive development practices and continues to do so today. Pardee Homes is also widely known for its steadfast civic outreach. It has earned scores of design honors including most recently four Gold Nugget® Awards by PCBC in 2017 and 2018, and a 2017 Nationals™ Gold Award and four 2018 Nationals<sup>SM</sup> Silver Awards by the NAHB National Sales and Marketing Council. The company was also recognized as San Diego's Best New Home Builder 2018 by the San Diego Union Tribune and was also named one of the 2016 Best Places to Work in San Diego by The San Diego Business Journal. Pardee Homes is a member of TRI Pointe Group® (NYSE: TPH), a family of premium regional homebuilders. For more information about Pardee Homes San Diego, please visit [www.PardeeHomes.com/Region/San-Diego](http://www.PardeeHomes.com/Region/San-Diego).

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