

# CERTIFIED NEW HOME SPECIALIST™ BUILDER MARKETING PROFILE

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## GENERAL INFORMATION

|               |           |        |
|---------------|-----------|--------|
| Company Name: |           | Phone: |
| Address:      |           |        |
| Builder:      |           |        |
| Pager:        | E-Mail:   | Fax:   |
| Key Contact:  | Position: | Phone: |
| Key Contact:  | Position: | Phone: |
| Key Contact:  | Position: | Phone: |
| Key Contact:  | Position: | Phone: |

## FOLLOW UP SUMMARY

[illegible]

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COMPANY ORGANIZATION

*Identify individuals and their responsibilities in the following areas:*

Management:

Office Staff:

Field Supervision:

Sales / Marketing:

Other:

MANAGEMENT GOALS AND PERSPECTIVES

*Describe how the owners and management view the following:*

Current Status of Company:

Future Goals of Company:

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**CURRENT OPERATIONS**

*Describe company activities, methods, strengths or weaknesses in the following areas:*

Design:

Pricing / Estimating:

Contract Finalization:

Mortgage Processing:

Customer Services:

Warranty Service:

Selections / Changes:

Cost Control:

Orientation / Closing:

Construction Supervision:

Sales / Marketing:

Unique Features of Design, Construction or Service:

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## CURRENT ACTIVITIES

|                               |        |                            |  |
|-------------------------------|--------|----------------------------|--|
| Sales Projected This Year:    |        | Sales Completed This Year: |  |
| Sold But Not Completed:       | Specs: | Customs:                   |  |
| Specs Completed But Not Sold: |        | Specs Under Construction:  |  |
| Models Completed In Use:      |        | Models Under Construction: |  |
| Available Lots Owned:         |        | Available Lots Optioned:   |  |

## ACTIVE COMMUNITIES

|                            |             |            |                |
|----------------------------|-------------|------------|----------------|
|                            |             |            |                |
| Name:                      |             | Developer: |                |
| Location:                  |             | Lot Sizes: | Total Lots:    |
| Lot Pricing:               | Lots Owned: |            | Lots Options:  |
| Home Styles:               |             |            | Price Range:   |
| Competitors:               |             |            |                |
| Community Features:        |             |            |                |
| Builder's Homes Available: |             |            |                |
|                            |             |            |                |
| Name:                      |             | Developer: |                |
| Location:                  |             | Lot Sizes: | Total Lots:    |
| Lot Pricing:               | Lots Owned: |            | Lots Optioned: |
| Home Styles:               |             |            | Price Range:   |
| Competitors:               |             |            |                |
| Community Features:        |             |            |                |
|                            |             |            |                |
| Builder's Homes Available: |             |            |                |
|                            |             |            |                |
| Summary:                   |             |            |                |
|                            |             |            |                |
|                            |             |            |                |
|                            |             |            |                |
|                            |             |            |                |

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SALES AND MARKETING SERVICES

*Describe the Builder's interests relative to your involvement in the following:*

Market Research & Planning:

Product Design & Pricing Strategies:

Coordination of Advertising & Promotion:

Staffing & Sales Responsibilities:

Customer Service, Move-in & Closing:

Development of Sales Tools and Marketing Materials:

Coordination of Cooperative Brokers:

Identification of Land Opportunities:

Other:

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### BUYER PROFILES – PAST \_\_\_\_\_ YEARS

#### AGE

\_\_\_\_ % 20 – 29  
 \_\_\_\_ % 30 – 39  
 \_\_\_\_ % 40 – 49  
 \_\_\_\_ % 50 – 59  
 \_\_\_\_ % 60 +

#### MARKET SEGMENT

\_\_\_\_ % First Time  
 \_\_\_\_ % Move-Up  
 \_\_\_\_ % Empty Nester  
 \_\_\_\_ % Single  
 \_\_\_\_ % Family

#### INCOME

\_\_\_\_ % Under \$30,000  
 \_\_\_\_ % \$30 - \$50,000  
 \_\_\_\_ % \$50 - \$75,000  
 \_\_\_\_ % \$75 - \$100,000  
 \_\_\_\_ % \$100,000 +

#### FLOOR PLAN

\_\_\_\_ % 1 Story  
 \_\_\_\_ % 1½ Story  
 \_\_\_\_ % 2 Story  
 \_\_\_\_ % Split-Level  
 \_\_\_\_ % Bi-Level

#### SQUARE FOOTAGE

\_\_\_\_ % Under 2,000  
 \_\_\_\_ % 2,000 – 3,000  
 \_\_\_\_ % 3,000 – 4,000  
 \_\_\_\_ % 4,000 – 5,000  
 \_\_\_\_ % 5,000 +

#### ARCHITECTURAL STYLE

\_\_\_\_ % Traditional  
 \_\_\_\_ % Contemporary  
 \_\_\_\_ % Transitional  
 \_\_\_\_ % Single-Family  
 \_\_\_\_ % Multi-Family

Previous Residence Locations:

|  |
|--|
|  |
|  |
|  |
|  |

Reasons For Buying From Builder:

|  |
|--|
|  |
|  |
|  |
|  |

Buyers Perceptions of Builder:

|  |
|--|
|  |
|  |
|  |
|  |

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BUILDER REFERENCES

Question customer, trade and banking references relative to:

- |                |                 |                       |
|----------------|-----------------|-----------------------|
| • Reputation   | • Communication | • Customer Service    |
| • Quality      | • Honesty       | • Follow-Through      |
| • Organization | • Cooperation   | • Financial Stability |

Reference:

Relationship:

Perceptions:

Reference:

Relationship:

Perceptions:

Reference:

Relationship:

Perceptions:

Reference:

Relationship:

Perceptions:

Reference:

Relationship:

Perceptions:

Reference:

Relationship:

Perceptions: