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## **Simple Solutions Help Secure the Sale**

Home buyers are visual people and the importance of making their first impression their last impression is top priority for home builders. Buyers like to see that a dining room table, in a particular shape and size, works well in a dining room of a particular shape and size. They like to feel a subtle warmth emanating from the rooms and they like to experience a home on the whole, exploring architectural and design details that resonate with their individual needs and interests.

The job of the builder is to not only build a sensible and attractive home, but to build a virtual experience that comes alive upon entry. A great home visually speaks for itself and tells its own story so that the buyer not only gets the message but is then compelled to become a part of the unique vision and the desirable community.

How do you get a house to this point? There are many things to consider and many ideas that need to come together in order for this to happen. Innovative Spaces has helped many builders through this process – from planning to designing to installing. In this column, we've come up with a few key items that can make the difference in how your house presents itself to impress.

Follow some of our easy guidelines and ideas, starting with the buyer profile, and learn how to successfully shape a home into an intriguing experience where people are willing to mentally and emotionally take the next step towards purchasing your home.

### **Determine Target Buyers:**

Researching and compiling information on your target buyers is the first consideration in the new build process. Understanding key motivations will single-handedly shape the look and feel of your home. Strategically, this determines everything from planning and approach, to the color of the powder room. Once your homework is done, you can feel confident that your resulting profile will be reflected accurately in all of your next steps.

### **Develop Your Vision:**

Every great home starts with a unique and interesting vision which considers the influences of the surrounding community. What you want to accomplish and how you get there are determined by your company's foresight and commitment to end results. In your plan, you are selling a conceptual home which illustrates a particular lifestyle and demonstrates an enhanced way of living. You want to establish on paper that the home will make sense to the buyer, reflecting the kind of environment that feels comfortable and inviting and at the same time addresses their individual needs, desires and goals.

### **Research Your Competition:**

A good competitor will always keep you on your toes. Understanding your competition will help you approach your own business potentials more creatively, aggressively and thoughtfully. Once you understand your consumer, you can begin to research all other builders who are vying for the same dollar. At this point, you can compare and rate your standing against them. Determine areas for improvement and areas where you have a slight edge or unique niche that will help you stand out from the rest; then market these qualities to the best of your ability through advertising, public relations and sales.

### **Hire a Qualified Architect:**

Finding the right architect is an important element in having your vision come together to make your home a reality, especially if you are a custom builder. Hiring an experienced and licensed professional will do more to help reach your target demographic than you might expect. The skills and knowledge offered should work hand-in-hand with your plan and provide influence and enhancements when necessary.

**Involve a Model Merchandiser:**

Hiring an experienced interior merchandise and design expert or group will help you round out all the missing pieces of your plan. A team of qualified designers can provide valuable insights, assistance and advice from the initial planning stage, helping you implement your ideas and tweak certain elements to help reach the target buyer. A successful merchandised model will visually convey the story of the home and leave the potential buyer feeling intrigued and interested and not overwhelmed. A sensible strategy will also take into consideration current trends and steer away from furnishings that may date the model, leaning more towards items that are classic and timeless.

**Explore Marketing Options:**

If you have the budget for marketing, this can be a valuable tool to enhance awareness, credibility and interest in your homes. Marketing your houses through advertising, brochures, direct mail, public relations or promotions can all be explored and implemented through an experienced and qualified agency or marketing group. Marketing elements should always create memory points for interested buyers, describe detailed reasons for wanting to live in this community and list price ranges, amenities, included features, floor plans and any promotional offers.

**Examine End Results:**

At the completion of your marketing effort to position your home in the market place, a careful and complete examination of all results and feedback is highly valuable. Input can easily be accomplished through on-site customer feedback cards. Potential buyer impressions are going to be imperative in order to learn how to be more successful for your next community build and implementing what you've learned will only work to make your company stronger in the long run.

Over the years, we have seen builders consider these items as the normal course of action and we have seen builders struggle with sales when some of the above elements have not been fully considered. Utilizing the above suggestions may help lead your company in a profitable direction and work to position your standing and credibility among target home buyers. Whether in time or money, your efforts will pay off, and as long as you're keeping the bigger picture in mind and letting the home speak for itself you'll be certain to make an impressionable impact on market.

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*\*Column Note:* Some of our future columns will be specifically written to address your interior design and merchandising questions or dilemmas for either residential or model homes. Please write to us at Innovative Spaces by e-mailing your questions to [kristin@innovativespaces.com](mailto:kristin@innovativespaces.com).

*Innovative Spaces – Interior Merchandising and Design: R-L: Kristin Hibler, President; Lori Tice, Designer; and Jamie Rumph, Designer are an experienced professional design team that have been collectively helping design model and residential homes in Colorado and the Western Region for over 15 years. Innovative Spaces is the only Colorado interior design company to have their own merchandise warehouse which further offsets the cost for receiving and installing interior merchandise. Innovative Spaces can easily be reached at 303-721-1400 or visit our website at [www.innovativespaces.com](http://www.innovativespaces.com).*

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