



# 2021 ONLINE HOMEBUYER MYSTERY SHOP RESULTS

50 home builders across the country were shopped for 30 days. These are the results:

## Online Sales Counselors?

**60%**

of Builders Had OSCs

**50%**

of OSCs Had a Visible Website Presence

**50%**

of OSCs Discovered in Follow-Up Process

**40% of builders shopped had NO Online Sales Counselor (OSC)**

## Follow Up = Sales Success



**391%**

increase in sales conversions by responding within 1 minute



**78%**

of customers buy from the first company to respond



**8-12**

touchpoints to make an appointment

Data from study by Convolo (formerly Lead Connect)

## Speed, Frequency, and Diversity

**8%**

of Builders Emailed in 5 Minutes or Less

**16%**

of Builders Who Made Initial Calls Never Attempted Another

**26%**

of Builders Shopped NEVER Utilized Any Channel for Follow-Up

**ZERO Builders Called in 30 Minutes or Less**

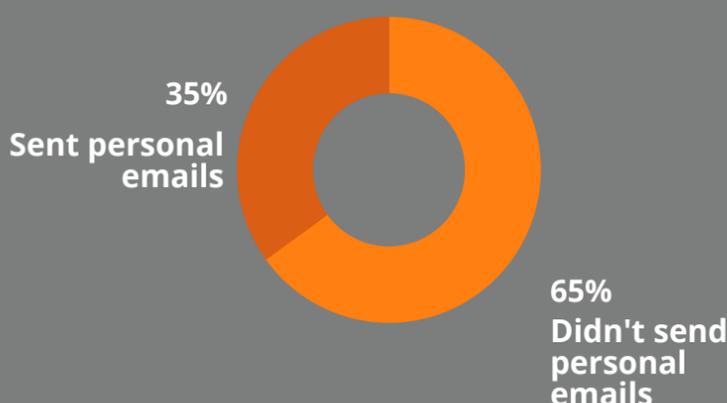
# Personalized Emails vs. Marketing Emails

**30% Didn't Send Personal Emails**  
**52% Didn't Send Marketing Emails**

## Builders with OSCs



## Builders without OSCs



*Over 30 days, no one sent more than 6 marketing emails.*

## Autoresponders

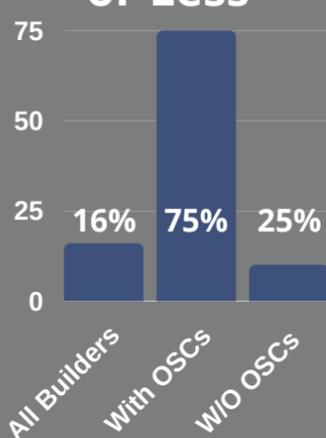
**52% of Builders Had Autoresponders**



*Autoresponders are not a substitute for personal response!*

## Personalized Email Response Time

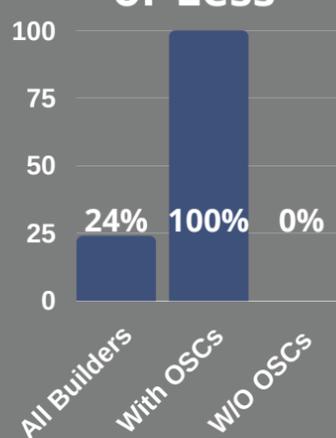
**Responded in 30 Minutes or Less**



**8% of Builders Responded in 5 Minutes or Less**

**16% of builders took more than 24 hours to respond**

**Responded in 4 Hours or Less**



**30% of builders never sent a personal email!**

*The longest wait for an initial email was nearly 21 days!*

## Phone Response Time

**8% of Builders Took More Than a Day to Respond by Phone**



**17% of OSCs Called in 4 Hours or Less**



**5% of Builders Without OSCs Called in 4 Hours or Less**



*The longest wait for an initial phone call was 26 days!*

# Dialing for Dollars

**12%**

of Builders  
Made 2  
Phone Calls

**100% from  
OSCs**

**4%**

of Builders  
Made 3 or More  
Phone Calls

**100% from  
OSCs**

*93% of OSCs only used email for follow-up*

## Video Email and Texting

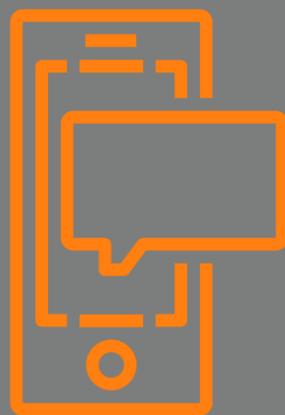


10% of Builders  
Sent One Video  
Email During  
the Shop

**100% from  
OSCs**

14% of Builders  
Sent One Text  
Message During  
the Shop

**100% from  
OSCs**



## Diversify Touchpoints: Video Email

### 2021 Marketing Statistics



Initial Video Email  
96% Increase  
in Click Through  
Rates (CTR)



The word "video" in the  
subject line:  
19% Increased Open Rate  
65% Increased CTR  
26% Decrease in Unsubscribes



54% of Email  
Subscribers  
Prefer Emails  
with Videos

Marketing statistics compiled by SNOVio Labs

*Touchpoints should include personalized emails, phone calls, videos, text messages, marketing emails and autoresponders.*

## Frequency of Follow Up

**18%**

of Builders Never  
Sent More Than  
ONE Personalized  
Email

**17% of OSCs**

**24%**

of Builders  
Sent 3  
Personal Emails

**83% from OSCs**

**22%**

of Builders  
Sent 5  
Personal Emails

**100% from OSCs**

*There must be more than one follow up!*

# Prioritizing Personal Follow-Up Methods

## Persistence

93% of Builders With OSCs Only Used Email For Follow-up

12% of Builders Sent 4 to 6 Marketing Emails

## Response

26% of Builders Never Responded

60% of Builders Without OSCs Never Responded

# Chat Can't Replace Follow-Up

30% of builders had live chat

80% with chat also had OSCs



33% of OSCs w/chat followed up 1-3 times

50% of OSCs w/chat followed up 5 or more times

33% w/chat w/o OSCs only followed up 1 time



17% of OSCs with chat followed up 1 time



67% w/chat w/o OSCs NEVER followed up!

20% with chat never followed up!

*No lead submissions were made through online chat.*

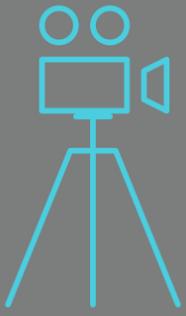
# Wrap Up



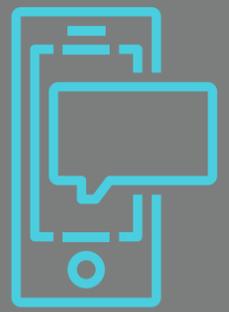
## Speed



## Frequency



## Diversity



Change your follow up and incorporate video email!

Be fast:  
5 minutes or less!

Be persistent:  
8-12 touchpoints.

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