

New Construction Buyer Pain Points

New opportunities are emerging for builders to improve the buyer experience and make new construction a first-choice preference.

Buyer sentiment when purchasing new construction

30%

say there are not enough new construction homes for sale in their area

80%

find some part of the purchase process challenging, **up 6 points***

35%

feel uncertain or overwhelmed about the process, **up 7 points***

40%

of purchasers were only interested in looking at new construction homes, **up 8 points***

Select challenges buyers faced during the purchase process

37% Determining a fair price for the home

36% Ensuring tasks happen on time and coordinating with other parties

36% Timing new home completion with sale of previous home

35% Home took too long to build or ran beyond estimated completion date

33% Final construction cost was over original price

How you can help:

1 Transparency

Avoid sales pitches — buyers want openness and clear information on pricing and financing.

2 Agent-friendliness

Buyers want to work with agents; it's important to make those interactions positive and productive.

3 Punctuality

Timelines and delays matter — communicate clearly and give accurate updates so buyers know where things stand and can manage expectations.