

# First-Time New Construction Buyers' Mindsets

Education and transparency can improve the first-time buyer's journey and help them feel confident about choosing new construction.

First-time new construction buyers have unique challenges compared to repeat buyers\*

**43%**

feel uncertain or overwhelmed by the process, compared with 31% of repeat buyers

**51%**

struggle with determining a fair price for the home, compared with 29% of repeat buyers

**43%**

say hidden costs and upgrades were not transparent until purchase, compared with 27% of repeat buyers

**Relationships are key, but many first-time buyers consider communication and coordination a challenge**

**41%** Report poor communication or a poor experience working with the builder

**41%** Agree it was difficult to evaluate the builder before purchasing

**36%** Say their agent didn't get along with the builder

**47%** Report difficulty coordinating builders and other parties to make sure tasks happen on time

## How you can help:

**1 Educate**

Help buyers understand their options and make sense of pricing and costs.

**2 Simplify**

Break down the buying process and provide 100% transparency at each step.

**3 Nurture**

Build harmonious and productive relationships with agents.