

Remote Touring Technology

New construction buyers are embracing new tools that save time and narrow searches.

How buyers feel about remote touring technology

60%

wish more listings included 3D tours, **up 9 points***

71%

agree 3D tours give a better feel for a space than static photos, **up 10 points***

34%

prefer 3D tours over in-person tours, **up 6 points***

74%

say dynamic floor plans with photos help determine if a home is going to be right for them

Buyers prefer a mix of technology and human touch

77% Agree the only way to really understand the layout of a home is to see it in person.

59% Want to schedule in-person tours online.

64% Agree it would be easier to unlock properties with their phone and tour on their own time.

Confidence higher among younger and first-time buyers

34% Of all new construction buyers say they would be very or extremely confident making an offer on a home after only seeing a virtual tour.

49% Millennials[^]

10% Baby boomers^{**}

47% First-time buyers

27% Repeat buyers

*Percentage point increase over 2019 survey.

[^]Includes millennials and Gen Z: 18-40 years old.

^{**}Includes baby boomers and silent generation: 56+ years old.

Statistics refer to the percent of new construction buyers who agree somewhat or completely with each statement.