

# First-Time Buyers: Young Singles and Young Couples



“Dream it and achieve it”

**Age Range:** Under 45

**Household Income:** \$125k or less

**Preferred BR/BA:** 3 BR / 3 BA

**Price Range:** \$200k - \$450k

**Location:** same city/zip

## KEY INSIGHTS

- **Design-oriented:** they prioritize the look and feel of the home, inside and out. Their home should be a reflection of their hard work and success.
- **Individualistic:** they appreciate customization options within the home and spaces that speak to who they are as an individual (e.g. a fitness room). Show them how they can customize design options, empowering them to add personal touches.

## SUCCESS

### DESIGN DIRECTIVES

#### Design Priorities (ranked):

1. **Open layout** for living spaces
2. **Oversized kitchen**
3. **Master suite** with retreat
4. **Flex space** for future uses
5. **Drop-zone** by garage
6. **Privacy** from neighbors
7. **Modern and Casual Contemporary** interior designs

#### Design Compromises:

1. **Private Backyard** spaces
2. **Optional Upgrade** features
3. **Quality** over quantity

## STYLE

### MARKETING DIRECTIVES

#### Marketing Messages (ranked):

1. **Timing / FOMO:** Buy now before rates & prices rise, incentives disappear
2. **Busy, financially sensitive** buyers purchase these homes
3. **Modern, open** floorplans designed for busy lifestyles and entertaining friends

#### Marketing Channels:

- **News:** Twitter, GoogleNews
- **Facebook** is most used social media
- **Zillow** and **Google** are most used for home searches
- **Emphasize** Builder website, community website
- **Deemphasize** print, billboards / signage, radio

## PERSONALIZATION

### SALES DIRECTIVES

#### Most Emphasis (ranked):

1. **Today's Value** – incentives, FOMO
2. **Safety** in Community
3. **Proximity** to entertainment / retail for busy social life

#### Less Important Emphasis:

4. **Quality of Schools**
5. **Prestige** of city or neighborhood
6. **Amenities** in Community

#### Incentives if Needed:

- **Most effective:** Closing costs, rate buydowns
- **Least effective:** Design center credits, gimmicks