

The 2025 Homebuyer Experience Trends Guide

How Data-Driven Builders Are Turning Market Pressures into Revenue

Why Homebuyer Experience Matters More Than Ever

With 95% of buyers using online tools to research builders¹, every touchpoint now impacts reputation and referrals.

At **Constellation HomeBuilder Systems**, we empower builders with real-time insights to turn satisfied buyers into lifelong advocates.

This report, based on **87,001 homebuyer survey responses** across North America, reveals that builders face a new reality: Delivering perfect homes is table stakes. The winners will be those who master what happens next.

Three Key Takeaways From This Year's Report:

The Post-Move-In Disconnect

Builders ace the move-in experience but often falter in the critical first year, where communication gaps erode early satisfaction.

The Cleanliness Challenge

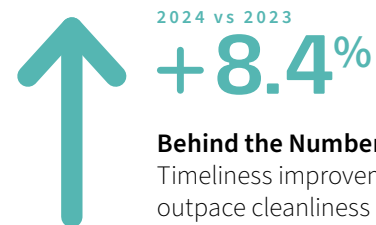
Even builders with strong timeliness see satisfaction suffer when post-construction messes undo their hard work – a fixable but often overlooked issue.

The Silent Majority of Satisfied Buyers

High satisfaction scores don't automatically translate to referrals, revealing untapped potential in systematic advocacy programs.

Key Trends at a Glance

Welcome Home (Move-In)



1 Year Anniversary Scores





Canada: The Post-Move-In Loyalty Challenge

► Move-In Experience: The First Impression Dilemma

Builders have made measurable progress in delivering homes on time – a critical factor in buyer satisfaction. However, this achievement is being undermined by persistent cleanliness challenges that disproportionately impact referrals. Even minor oversights, like construction dust in cabinets or smudges on appliances, can overshadow an otherwise smooth closing process.

The correlation between cleanliness and buyer advocacy is unmistakable. Regions with the highest satisfaction scores, like Alberta, share a common theme: rigorous, standardized handover protocols. Their success demonstrates that consistency in final presentation – not just meeting deadlines – is what transforms satisfied buyers into vocal advocates.

The handover process is the buyer's first tangible interaction with their new home - and their builder's lasting reputation.

► Anniversary Surveys: Keeping Buyers Happy After Move-In

Builders are doing better at getting buyers into their homes, but many struggle to keep them happy in that first year. Our data shows buyers increasingly feel ignored after closing – and this silence is costing builders valuable referrals.

The real problem goes beyond just fixing issues. When buyers don't hear from their builder unless something's wrong, they start to wonder: "Do they still care about me?" Ontario's drop (10%) in satisfaction shows what happens when communication stops after move-in.

The best builders don't wait for problems to check in. They have regular, friendly check-ins that make buyers feel valued long after the sale. This simple habit turns good builders into builders buyers recommend for years.

A happy buyer at move-in is good. A happy buyer at their 1-year anniversary is priceless.

Timeliness

↑ **11.8%**

2023 6.8/10

2024 7.6/10

Communication

↓ **5.6%**

2023 7.2/10

2024 6.8/10

Accountability

↓ **8.6%**

2023 7.0/10

2024 6.4/10

Referral Intent

↓ **8.5%**

2023 7.1/10

2024 6.5/10



U.S.: High Performance, but Accountability Gaps Remain

► Move-In Experience: Setting the Gold Standard

American builders are raising the bar for on-time deliveries, with closing date reliability reaching new heights. This operational discipline is paying dividends in buyer satisfaction—particularly in sunbelt states like Texas and Florida, where cleanliness standards now set the national benchmark.

What separates these top performers isn't just meeting schedules, but their obsessive attention to final presentation. Where others see "move-in ready," their teams see fingerprints on appliances, drywall dust in corners, and other subtle imperfections that collectively shape first impressions.

The lesson for builders nationwide is clear: buyers increasingly view timeliness and cleanliness as equally non-negotiable. Meeting deadlines gets you to the finish line - but perfect presentation wins the race for referrals.

Today's buyers don't choose between on-time and impeccable – they expect both.

► Post-Move-In Paradox: Stronger Talk, Weaker Trust

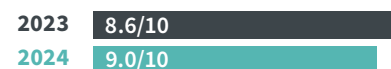
American builders have made impressive strides in keeping buyers informed after move-in – more check-ins, clearer updates, and faster responses. But this communication surge hasn't yet translated into stronger trust when problems arise. Buyers are hearing from their builders more often, yet feeling less confident that issues will actually get resolved.

The silver lining? Builders doubling down on consistent communication are seeing measurable gains in referrals. This suggests a clear path forward: the same energy poured into proactive updates needs to extend to follow-through. When buyers see words matched by action, satisfaction and advocacy naturally follow.

Buyers don't need perfection – just proof their builder won't disappear after closing.

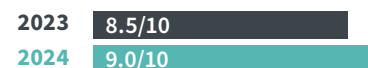
Timeliness

↑ 4.7%



Cleanliness

↑ 5.9%



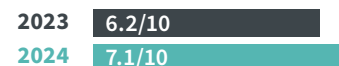
Communication

↑ 12.7%



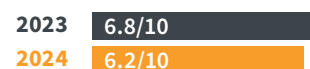
Referral Intent

↑ 14.5%

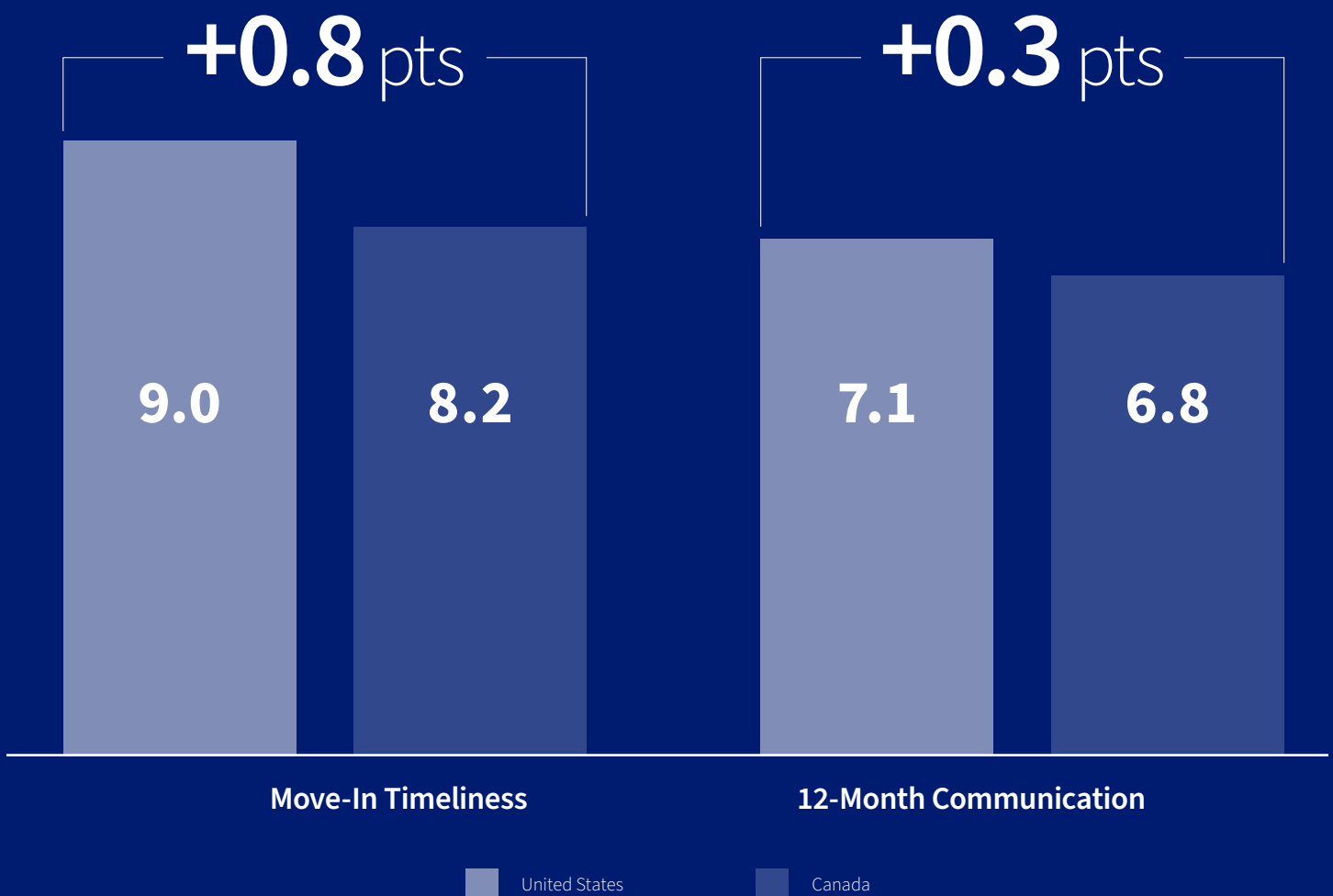


Accountability

↓ 8.8%



U.S. vs. Canada GAP ANALYSIS



Texas & Florida: Lessons in Contrast

► Texas: When Good Foundations Aren't Enough

Texas builders are the best in the country at delivering clean, on-time homes. Buyers love their new houses at first – but that excitement often doesn't last.

The problem? Builders put tremendous effort into the move-in experience, then seem to disappear. When questions or issues come up later, many buyers feel left on their own. Over time, even small frustrations add up, making homeowners less likely to recommend their builder to friends.

The lesson is clear: What happens after move-in matters just as much as the handover itself. Builders who stay engaged turn happy buyers into lifelong fans.

In Texas, the difference between a one-time buyer and a repeat customer often comes down to one thing: staying in touch.

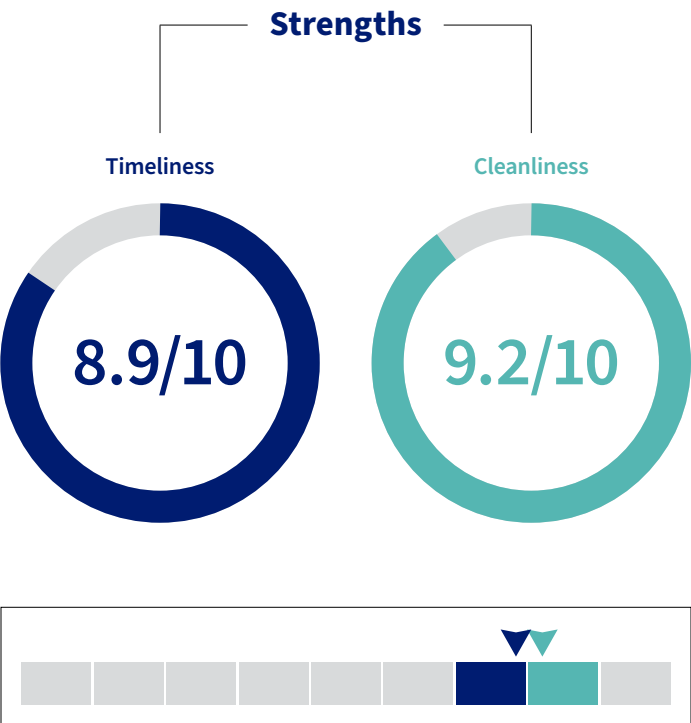
► Florida's Simple Secret: Keep Talking, Keep Winning

Florida builders show us how it's done. While others lose touch after move-in, they keep the conversation going – and it pays off. Their secret isn't complicated:

- They check in regularly, not just when there's a problem
- They make sure buyers feel heard long after closing
- They ask for referrals at the right moment

The results speak for themselves. Happy Floridian buyers don't just like their homes – they recommend their builders to everyone they know.

In Florida, the best builders know: The sale ends at closing, but the relationship is just beginning.



Strategic Priorities for Builders in 2025

Elevating the Customer Experience



1 Sustain Engagement Throughout the Buyer Journey

Why It Matters:

Post move-in communication is often overlooked, yet it's critical for long-term satisfaction and referrals. Buyers who feel supported after closing are more likely to recommend their builder.

Recommended Actions:

- **Structured Touchpoints:** Implement a scheduled communication plan (e.g., 30-day, 90-day, and 12-month check-ins) to address concerns and reinforce support.
- **Warranty Process Transparency:** Use digital portals to provide real-time updates on service requests, reducing buyer anxiety.
- **Educational Content:** Share seasonal maintenance tips (e.g., HVAC care before summer) to add value beyond the sale.

2 Elevate Handover Cleanliness Standards

The Hidden Challenge:

Even when builders deliver clean homes, post-handover trades (e.g., plumbers, electricians) often leave debris, unfairly impacting cleanliness scores.

Proactive Solutions:

- **Pre-Closing “White Glove” Inspection:** Conduct a final walkthrough with buyers after all trades complete work, documenting cleanliness.
- **Trade Partner Accountability:** Include cleanliness clauses in trade contracts, with penalties for non-compliance.
- **Post-Handover Home Care Kits:** Provide buyers with branded cleaning essentials (e.g., supplies tailored for the finishes in their new home).

3 Systematize Referral Generation

The Opportunity:

Highly satisfied buyers are your best marketers, but most builders fail to capitalize on this untapped potential.

Proven Tactics:

- **Automated Referral Triggers:** Identify satisfied buyers (e.g., those praising craftsmanship in surveys) and prompt them to refer within 30 days of positive feedback.
- **Incentivize Advocacy:** Offer tiered rewards (e.g., gift cards, discounts on services).
- **Streamline the Process:** Embed referral links in Welcome Home and Anniversary communications (e.g., “Share Your Experience” buttons in emails).



Final Thought

In 2025, the builders who thrive will be those who focus on lasting communication, impeccable handovers, and systematic advocacy. The difference between a good builder and a chosen builder lies in the incredible experience they orchestrate — not just the home they deliver.



A fully branded portal built for homebuilders to streamline communication with homeowner, manage service requests, and reduce warranty costs — all in one place.

[Learn More about Homeowner Central™](#)



A fully customizable survey platform designed specifically for homebuilders to capture meaningful feedback across the buyer journey with industry-leading response rates.

[Learn More about CustomerInsight™](#)



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