

The 2026 Homebuyer Experience Trends Guide

From Move-In to Milestone: What Homebuyers Are Really Saying

134,012

Total Data Points

31,972

Unique Homeowners

113

Homebuilders

At Move-In: The Welcome Home Experience

CANADA

↑ 6.2% Home Ready on Agreed Date

↑ 4.0% Builder Appreciates Me

↑ 3.9% Overall Quality

Canada's biggest gain was operational timeliness, seeing the single largest move-in jump.

UNITED STATES

↑ 2.3% Home Delivered Clean

↑ 2.2% Home Ready on Agreed Date

Stable Referral Intent (8.7/10)

The US maintains consistent excellence, setting a high bar for move-in standards across North America.

Twelve Months In: The Anniversary Check-In

Sustained satisfaction is harder to earn. In 2025, every tracked metric improved in both countries.

+6.1%

Canada Promoter Share Increase

Homeowners are increasingly likely to recommend their builder after the first year.

+5.7%

US Accountability Leap

Builders are responding more effectively when issues arise during the first year of ownership.

The Referral Gap: A Preventable Loss

CANADA: SHALLOW DROP

↓ 6.3%

Most referral intent earned at move-in survives to the anniversary mark.

US: A STEEPER CLIFF

↓ 16.1%

A significant share of referral intent does not carry through to year one.

Closing the gap requires the full first-year experience to hold up: warranty requests handled quickly and homeowners who feel supported.

Strategic Priorities for 2026

01

Stay Connected After Move-In

Schedule proactive check-ins at 30, 90, and 365 days. Visibility is a form of reassurance.

02

Protect the Handover

Maintain rigorous pre-closing inspections and trade accountability for cleanliness.

03

Active Referrals

Ask while the feeling is fresh. Build referral requests into standard communication workflows.

DOWNLOAD THE FULL GUIDE

BOOK A DEMO

About Constellation HomeBuilder Systems

Constellation HomeBuilder Systems is the largest provider of software and services in the building industry. Our solutions help builders manage every stage of the homebuilding process, from land acquisition to warranty service. We are committed to helping builders deliver exceptional homeowner experiences.