

Builder Website Secret Shopping Results

We shopped builders on the top 200 list by creating a fake customer profile, including name, email and phone number, and submitted web forms on the builders' websites, and collected data over the next 30 days.*

**No initial autoresponders counted as an actual follow up.*

FOLLOW UP RESPONSES / INITIAL FOLLOW UP

Only 9% of builders responded 7+ times

DID YOU KNOW:

It takes **6-8** touches to generate a viable sales lead?



Only responded **one time**



Responded **more than 3 times**



Did not respond **at all**



DID YOU KNOW: Following up within **5 minutes** makes a conversion **9x** more likely?

AVERAGE FOLLOW UP TIME

No autoresponders counted as an actual follow up.

- Average response time: 26 hours
- Fastest response time: 3 minutes
- Longest time to respond: 7 days

AVERAGE NUMBER OF FOLLOW-UPS MADE 2.87

ONLINE SALES CONSULTANT (OSC)



TOP RESPONDERS (DEFINED BY 7 OR MORE ATTEMPTS)

80% had an OSC

WITH OSC

WITHOUT OSC*

Average number of responses

Average number of responses

4.3

2.1

Phone call attempts made

Phone call attempts made

2

1

100% of the no responders did **not** have an OSC**

**Once a call was made, almost all follow up stopped.
**No autoresponse counted as an actual follow up.*

SPECIFIC FOLLOW UP TACTIC



PHONE 32%*



TEXT 11%



VIDEO EMAIL 5%

DID YOU KNOW: Both **text & video** were done by our top responders!

**Every form had a phone number listed and most builders reached out only once via phone.*