# Off-The-Plan Customer Journey Stages

Average length is 22 months



## **PROBLEM-AWARE**

At this stage, our target buyer is aware that there are limitations and issues with their current living arrangements. They will begin to do research for options.



At this point, our target buyer has done a

aware of the various options available to

considerable amount of research and is well

## **PRODUCT-AWARE**

At this stage, our target buyer has committed to Brookhaven and is considering the available lots to build their home.



## **MOST AWARE**

At this stage, our buyer is ready to take action and follow through with their land purchase to build their dream home.

# PAIN

- Need more space
- · Tired of paying rent and own their own home

· Need more bedrooms or bathrooms

At this stage, our target buyer may not even

their current home. They may be happy, but

their life has evolved, and their current home

realise the issues they are experiencing in

doesn't fit their current lifestyle anymore.

**UNAWARE** 

- Want a bigger yard

- Outgrown their home

Limited space

- Need to move or relocate
- Want more control over building materials and fixtures
- Difficulty finding the right property

them.

- Limited budget compared to their dreams
- Concerns with the zoning and community requirements
- Need help choosing the right floorplan

- Choosing the right lot with the ideal characteristics
- Challenging architectural planning
- · Selecting the right finishes and materials

· Ensuring compliance with local regulations

- Securing financing
- Meeting established timelines
- Dealing with unexpected setbacks or delays
- Maintaining good communication with contractors

- To find options for homeownership
- To locate a community that offers amenities for families
- To research new home developments
- To consider purchasing land for their future home
- · Want to settle in a place of their dreams
- To have a functional home for their specific needs
- Want to avoid the hassle of renovating their current residence
- Looking for a new place to call home

- · To choose the right solutions for their home needs
- · To locate communities with family-friendly amenities
- To learn about the latest building techniques To avoid challenges with construction and compliance
- Building the perfect lot for their dream home
- Smoothing out the construction process
- Ensuring compliance and quality control · Sticking to the established timeline

- Meeting the construction schedule
- Hiring the right building professionals
- Sticking to the established budget
- Avoiding construction glitches or compliance issues

# MOTIVATIONS

- Pride of homeownership
- Desire for space and room to grow
- Community amenities
- · Quality of life improvements

- Need for space
- Customisation for their needs
- Improved lifestyle and home atmosphere Greater control over the building process

- Need for customisation
- Construction efficiency
- Sustainable materials and practices
- Quality workmanship

- Need to own a brand new home that matches their lifestyle
- Efficient construction practices
- Quality control in building techniques Time and cost effective
- Staying on top of the construction process
- · Showing off their new home to friends and family Being proud of their new home
  - Maintaining efficiency throughout the building process

- · Concerns about their creditworthiness and financial situation • Reluctance to leave their current home or location
- Aversion to the hassles of moving
- Limited understanding of the process involved in building a home
- Worries about the financial obligations
- · Limitations on available area or land
- Lack of knowledge or experience in the building process
- · Concerns about the time required to build a new home
- · Difficulties finding the right contractor
- Questions on the sustainability of the construction process · Lack of expertise in design and material selection
- · Financial limitations

- Scope creeping and budget considerations
- Misunderstanding of zoning requirements · Lack of knowledge on architectural planning and design
- · Limited financing options

- Secure financing or pay the desired deposit
- Ensure that the home construction is consistent with the initial plans
- Follow established deadlines
- Maintain a consistent level of communication with building professionals

- · Growing family needs

  - Interest rates
- Need a personalized solution for their situation
- · Disappointments with the quality of their current home
- Increase in savings or income Interest in creating a personalised home
- Need for customisation and personalisation
- Communities with family amenities
- Affordable land options

- · Availability of desirable lot sizes and locations
- Quality and efficiency of the construction process
- Exceptional customer service
- Competitive pricing

- The availability of necessary materials and labour
- Maintenance of quality and efficiency throughout the construction
- Avoidance of any significant setbacks in the construction process
- Exceptional communication and customer service throughout the purchasing and building process.

- Social Advertising
- Google Advertising
- Direct Mail Press Ads
- Billboard Advertising Public Relations (PR)

- Social Advertisina
- Property Portal Advertising (ie. Realestate.com.au, Domain, Openlot.com.au, Urban.com.au etc)
- Social advertising Website
- Online retargeting
- On-site signage • Property portal advertising (ie. Realestate.com.au, Domain, Openlot.com.au, Urban.com.au etc)
- Social advertising + organic content
- Project brochure download
- Email nurture journey series #1 Phone call and followup
- Sales display Information brochures ie. first home buyer guides, downsizer
- guides (based on target audience and needs)
- Property Portal Advertising (ie. Realestate.com.au, Domain, Openlot.com.au, Urban.com.au etc)
- Social advertising + organic content Email nurture journey series #2
- Phone call and followup
- Online interactive maps and masterplans
- Information events and webinars
- News on website
- Property Portal Advertising (ie. Realestate.com.au, Domain, Openlot.com.au, Urban.com.au etc)