

# Home Building and Design Practices Adopted Due to COVID...and Continuing After the Pandemic

**Ed Hudson**, Director, Marketing Research LSC Planning Meeting | February 6, 2022

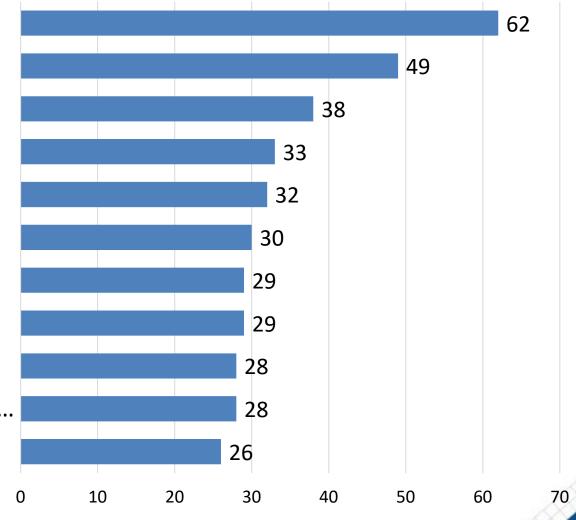
Finding Innovation a Home

#### **Overview of Study**

- Questions added to December 2021 Omnibus Survey of 300 U.S. Home Builders (collaboration with Professional Builder Magazine)
- Q1. Which of the following policies, protocols, and practices has your company adopted, or substantially increased the use of, <u>as a result of the COVID-19 pandemic</u>? (Shown list of 22, asked to **Select all that apply**)
- Q2. Which of these policies, protocols, and practices your company has adopted during the <u>COVID-19 pandemic</u> will likely continue at your company when the pandemic is over? (Shown list of all choises in Q1, then asked to **Select all that apply**)
- Analysis was done for respondents overall—to understand delta due to COVID
- Additional analysis was done for:
  - Small (<20/yr) vs. medium & large builders (20+)</li>
  - Custom vs. semi-custom vs. production
  - Local vs. regional & national

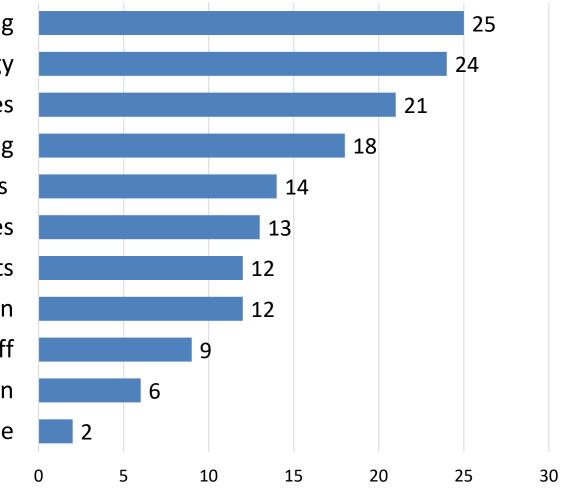
#### Practices Adopted or Substantially Increased **Due to COVID-19: Top Tier (% of Respondents)**

Virus-related protocols on job sites Virus-related protocols in work and sales offices Expanded number of suppliers 38 Emphasis on new home IAQ / occupant health 33 Dedicated home office(s) 32 Remote/work from home for employees 30 More, bigger, or better outdoor living areas 29 Video conferencing among internal staff 29 More energy efficient homes 28 Better/higher pay, benefits, and working... 28 Remote municipal inspections/approvals 26



### Practices Adopted or Substantially Increased Due to COVID-19: Bottom Tier (% of Respondents)

Home features for remote learning More smart/connected home technology Virtual walk-throughs of new homes Skilled labor recruitment and training Adding dedicated exercise rooms in homes Fewer model homes Diversify into other construction segments Online design center with video consultation More online sales staff Use of off-site construction "Buy Now" button on website





### % Adopting or Expanding Due to COVID Where Larger Builders Exceed Smaller Builders

Online design center with video consultation More online sales staff Fewer model homes Video conferencing among internal staff Remote/work from home for employees Adding dedicated exercise rooms in homes Virtual walk-throughs of new homes Skilled labor recruitment and training Virus-related protocols in work and sales... Dedicated home office(s) More smart/connected home technology 10 20 30 40

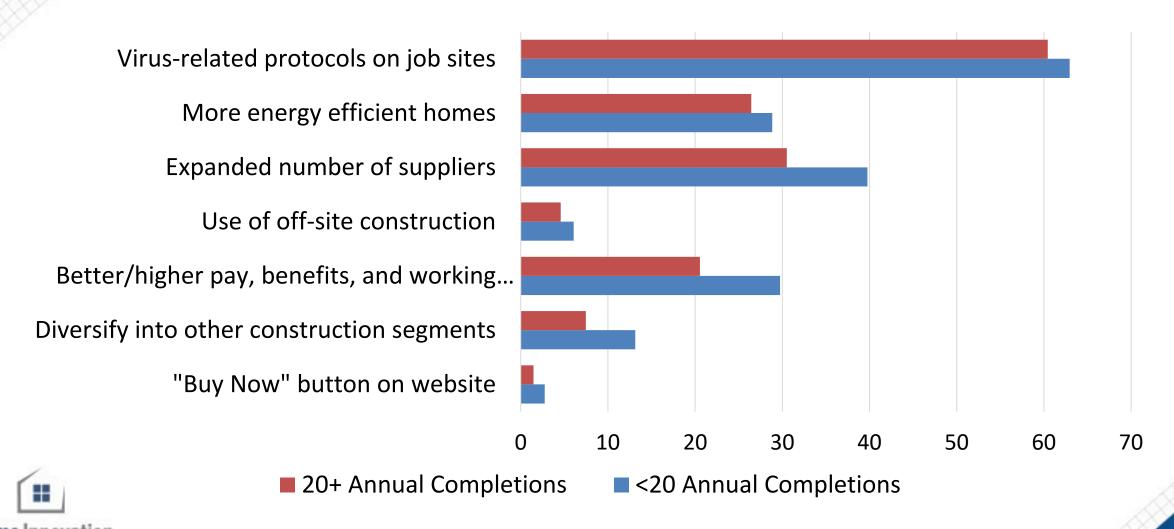


50

60

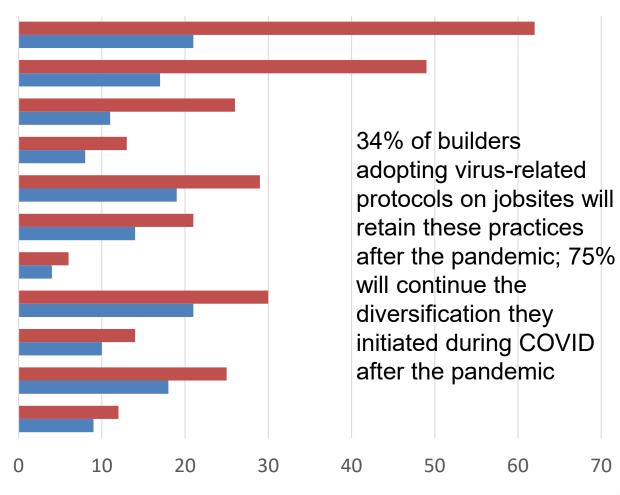
70

### % Adopting or Expanding Due to COVID Where Smaller Builders Exceed Larger Builders



# Adopted vs. Will Continue—Ranked in Percentage of Practice to be Retained (34% to 75%)

Virus-related protocols on job sites Virus-related protocols in work and sales offices Remote municipal inspections/approvals Fewer model homes Video conferencing among internal staff Virtual walk-throughs of new homes Use of off-site construction Remote/work from home for employees Adding dedicated exercise rooms in homes Home features for remote learning Diversify into other construction segments





■ Adopted Due to COVID

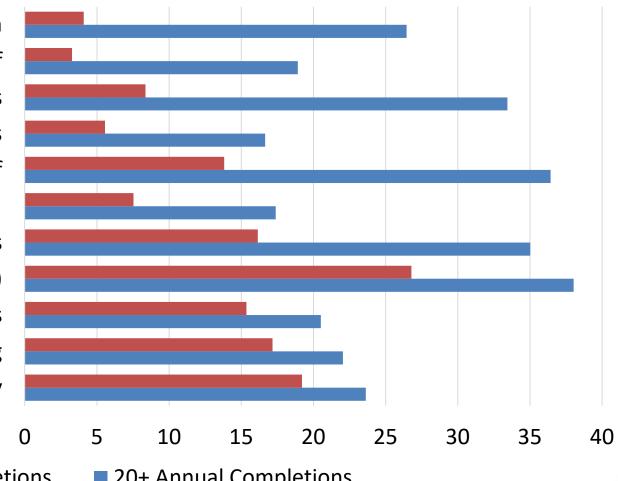
■ Will Continue After COVID

### Adopted vs. Will Continue—Ranked in Percentage of Practice to be Retained (75% to 100%)

Online design center with video consultation More online sales staff More smart/connected home technology Skilled labor recruitment and training Expanded number of suppliers Emphasis on new home IAQ / occupant health Better/higher pay, benefits, and working... More, bigger, or better outdoor living areas More energy efficient homes Dedicated home office(s) "Buy Now" button on website 0 5 10 15 20 25 30 35 40 ■ Will Continue After COVID Adopted Due to COVID

### % Continuing Practices After COVID Where Larger Builders Exceed Smaller Builders

Online design center with video consultation More online sales staff Virtual walk-throughs of new homes Fewer model homes Video conferencing among internal staff Adding dedicated exercise rooms in homes Remote/work from home options for employees Dedicated home office(s) Virus-related protocols in work and sales offices Home features for remote learning More smart/connected home technology





<20 Annual Completions</p>

■ 20+ Annual Completions

## **Continuing Practices After COVID Where Smaller Builders Exceed Larger Builders**

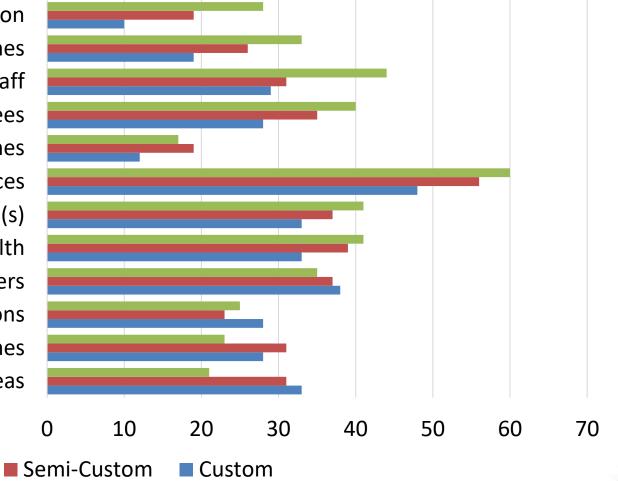
More energy efficient homes Emphasis on new home IAQ / occupant health Virus-related protocols on job sites Expanded number of suppliers Diversify into other construction segments Use of factory built/off-site construction "Buy Now" button on website Better/higher pay, benefits, and working conditions 35 40 5 10 15 20 25 30 <20 Annual Completions</p> ■ 20+ Annual Completions



### Comparison Production vs. Semi-custom vs. Custom Home Builders

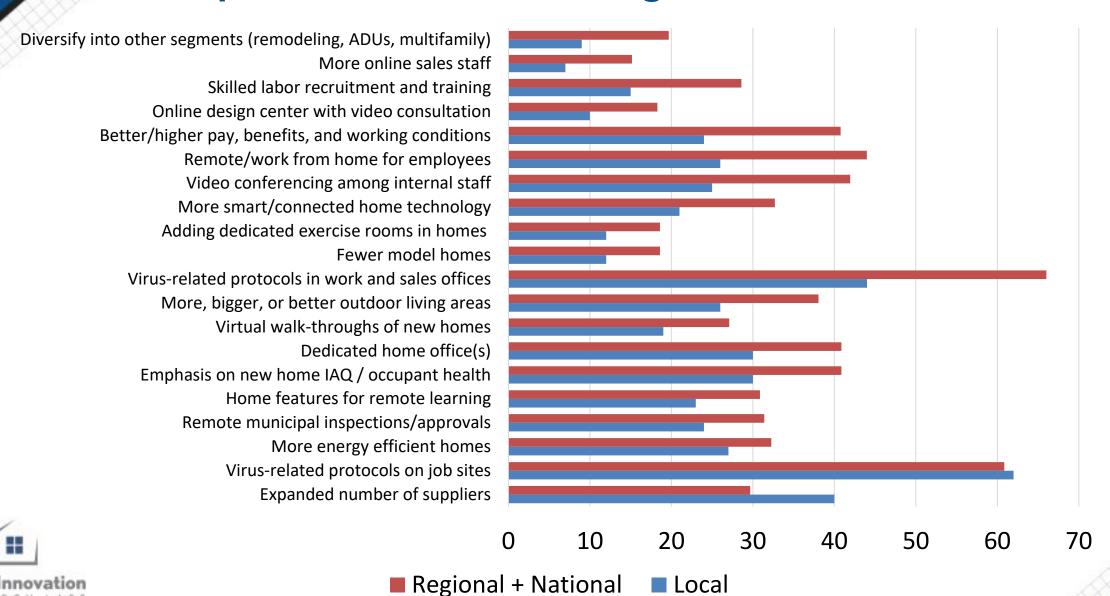
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Production





#### Comparison of Local vs. Regional & National Builders





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