

# Builder Litmus Test

## Advisory:

1. Do you know your competitors pricing, product, promotions, & pace?
2. Do you use bell curve pricing to create buyer urgency?

## Marketing:

3. Do you have a marketing plan and budget?
4. Do you know if your buyers can find your website on-line?
5. Can you measure your Facebook and Instagram success?
6. Do you have virtual assets (3D digital renderings, virtual tools, high-definition pictures, drone flyovers) for on-line shopping?
7. Can your buyers walk through your house on-line?
8. Do you measure your website referrals, clicks, and engagement?
9. Do you track your weekly registrants on-line and on-site?
10. Do you have an e-blast strategy that shows prospects engaging?

## Sales:

11. Do you have a full-time dedicated new home sales professional?
12. Can your sales team provide on-line virtual open houses?
13. Can your sales team provide safe private appointments on-site?
14. Does your sales team work the leads daily?