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**Online Sales Programs Made Major Contributions to Home Builder Sales in 2020**

*New home online sales programs contributed 51 percent of total sales volume for home builders in 2020.*

**TULSA, OK:** Do You Convert, an online sales and marketing consulting and coaching firm for home builders and developers, today announced a new industry benchmark for new home online sales. According to data from more than 50 of the firm's builder partners, online sales programs contributed 51 percent of total sales volume for home builders in 2020. The online sales contribution rate has doubled over the past five years.

"This is a major milestone," said Mike Lyon, President of Do You Convert. "Home builders who had solid online sales processes in place at the start of 2020 were able to capitalize on the unprecedented shift in traffic from walk-in to online. Even as things settle down and return to "normal," we anticipate home buyers will continue to conduct the majority of their research online. Today's buyers prefer to get as far along the sales process as possible online before visiting a community in person. We've said this for the last 10 years at Do You Convert, but events of 2020 have highlighted the fact that online sales specialists in home building are critical to modern selling."

The increase in online sales contributions can be attributed to five factors:

1. Online traffic for home builders increased substantially year-over-year. May/June 2020 saw increases of more than 70 percent compared to the same period in 2019.\*
2. Heading into 2020, more home builders had an online sales specialist in place to manage leads.†
3. Online sales processes have become more robust and refined as leads have increasingly shifted online for the past 10 years.
4. Virtual sales tools, such as Zoom and FaceTime, allowed sales teams to accommodate buyers who were not able or willing to visit in person.
5. The quality and volume of content – such as 3D tours, videos and photo galleries – gave prospective buyers a clear understanding of options and upgrades.

Online sales programs will continue to make significant contributions to home builders' total sales volume for the foreseeable future. The online home shopping trend was already well-established prior to 2020‡, and this year's circumstances accelerated it. Builders who already had systems, processes and people in place to handle online leads were able to scale up to accommodate increased volume, leaving others scrambling to find solutions. In 2021, all builders should analyze their current online sales programs and make adjustments to right-size them for the future.

**About Do You Convert:** Since 2009, Do You Convert has partnered with home builders to create or improve online sales and digital marketing programs from top to bottom. We develop and train your internal team members while boosting results immediately. With over five decades of home building experience on the team, Do You Convert knows what will drive industry leading results, and what to avoid. For more information visit [doyouconvert.com](http://doyouconvert.com).

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\*According to proprietary data collected from more than 50 of Do You Convert's builder partners

† Lasso CRM's [Builder Benchmark Survey: Selling & Marketing New Homes](#)

‡ NAR's [2018 Profile of Home Buyers and Sellers](#)