



GE APPLIANCES
a Haier company

PRO

BUILDERS' BLUEPRINT

Volume 1: Exploring The Modern Homebuyer's Appliance Expectations



OCTOBER 2022

RESEARCH METHODOLOGY

PHASE 1
IN-DEPTH INTERVIEWS

Conducted Jan. 21-26, 2022

16, 1-hour-long in-depth interviews

Mix of those currently in the process of building and those with a completed build

PHASE 2
QUANTITATIVE SURVEY

Data collected March 9-28, 2022

25-minute online survey

- Sample size n=254 respondents
- n=59 Homeowners who worked with a national builder
- n=195 Homeowners who worked with a regional/custom builder

RESPONDENTS FROM BOTH PHASES MET THE FOLLOWING QUALIFICATIONS:

- 25 years of age and above
- Have built a new home in the past 5 years, or are currently building their new home
- New home build is for personal residence
- Main or shared decision-maker for selecting builders for the new home build
- Main or shared decision-maker for selecting appliances for the new home build

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WHAT BUILDERS SHOULD KNOW **ABOUT HOMEBUYERS**

The homebuying journey may seem simple to someone in the industry, but the end consumer often sees things differently.

The research in this report takes consumer sentiment into account to examine the crucial steps in the homebuying journey for buyer satisfaction and points out the places where most buyers believe there is significant room for builders to improve their services.



THE MODERN HOMEBUYING JOURNEY

We set out to uncover and improve the triggers, touchpoints, and pain points that impact consumers in the appliance shopping journey. We sought to build a deeper understanding of the needs and experiences of homebuyers when they build a new home and how the appliance purchase design factors into this process.

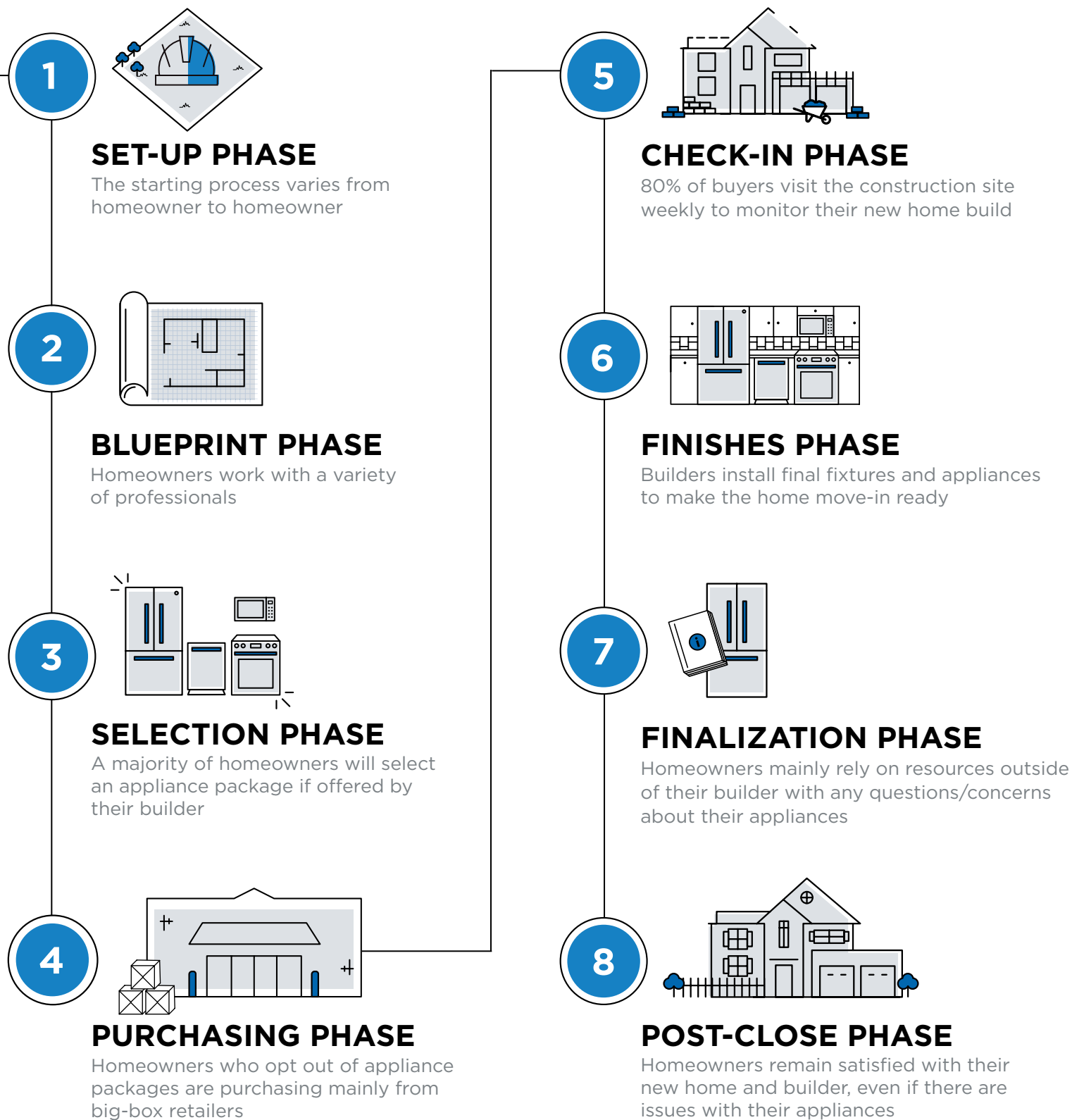
We combined this learning into an 8-step journey of the new homebuilding process that highlights several opportunities for improvements.

SATISFACTION MATTERS IN THE LONG RUN

31% of new buyers ask other buyers for recommendations on which builder to use. If a builder has bad reviews, it could cost them.



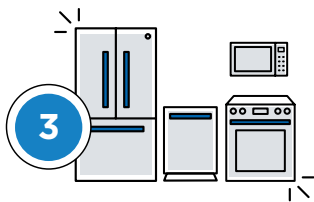
NEW HOMEBUILDING JOURNEY MAP



THE APPLIANCE SELECTION **PROCESS**

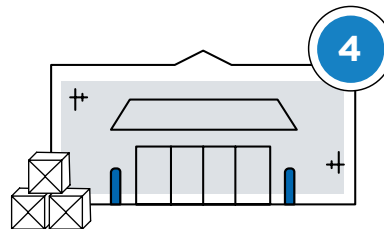
ALMOST ALL APPLIANCE DECISIONS HAPPEN IN EARLY PHASES, BUT KEY TOUCHPOINTS HAPPEN LATER IN THE PROCESS, WHICH CAN DRIVE EXCITEMENT.

APPLIANCE DECISIONS



SELECTION PHASE

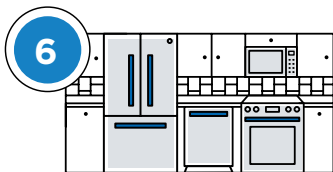
Homeowners want the ease of purchasing from the builder, but they won't compromise on the appliances they want.



PURCHASING PHASE

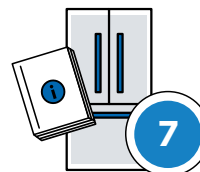
Even if the owners purchase appliances elsewhere, being knowledgeable about their products can positively impact their homebuilding experience.

KEY TOUCHPOINTS



FINISHES PHASE

Having appliances delivered and installed earlier in the process and certifying the home as habitable can win you points with customers.



FINALIZATION PHASE

Offering a walkthrough with the homeowners to demonstrate appliance features, maintenance, and registration is a good way to impress the homeowners and prepare them for move-in.



POST-CLOSE PHASE

Homeowners typically seek support from the user's manual or YouTube, but a knowledgeable builder is always better.

87%

of homeowners spend up to a month searching for appliances.

PAIN POINTS

**APPLIANCE PAIN POINTS THROUGHOUT THE BUILDING JOURNEY
CREATE OPPORTUNITIES FOR BUILDERS TO ADD MORE VALUE.**

- **CAN'T SEE APPLIANCES**

Homeowners need to see the appliances before they choose them. Builders can win over customers by providing homeowners options for viewing.

- **LACK OF CHOICES**

Homebuilding is very conceptual; homeowners want more ways to bring their ideas to life, which includes appliances that fit the builder's capabilities. Different homes call for different appliances.

- **LACK OF GUIDANCE**

Builders are the most trusted source during the homebuilding process, but not all are informed on appliance options. Being knowledgeable about appliances offerings is a must.

- **NO ONE-STOP SOLUTION**

Current appliance packages lack the variety desired by homeowners, forcing them to shop elsewhere. By offering curated brands and packages for different audiences, builders can keep more appliance business.



BUILDER PACKAGES USUALLY **FALL SHORT**

Home builds are generally the most expensive purchase the buyer has ever made — emotions and expectations are high. Having the right appliance packages on hand is an opportunity for builders to impress.

Most builder packages aren't meeting homeowners' needs, which leads to buyer disappointment and forces buyers to do additional shopping.

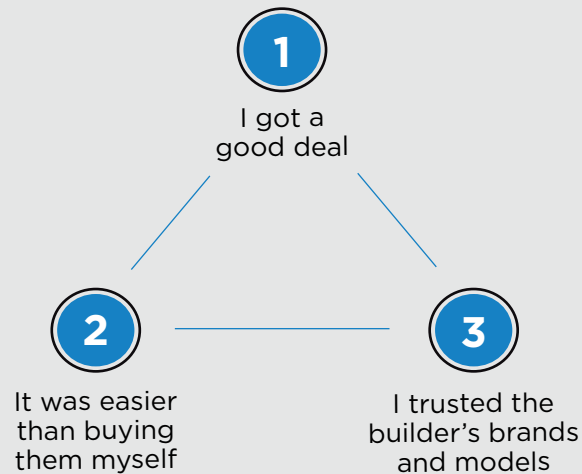


“ I was on a budget and the appliance packages that fit within budget only had a few options. I felt limited in that sense because I know there are so many models within my budget out there. ”

- Homeowner Who Worked with a National Builder

OFFERING GUIDANCE IS A **WINNING STRATEGY**

TOP REASONS FOR SELECTING BUILDERS' APPLIANCE PACKAGE



“ I didn’t really know that I could turn to the builder for guidance since an allowance was given to me. I thought I just had to figure it out. ”

- Homeowner Who Worked with a Regional/Custom Builder

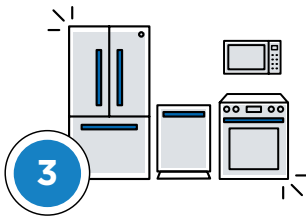
40%
of homeowners are offered a package that includes ALL major appliances

that means
60%
of homeowners shop for appliances

KEY TAKEAWAY

Providing buyers with guidance on appliance purchasing increases satisfaction and future referrals.

APPLIANCE SELECTION RESEARCH FINDINGS

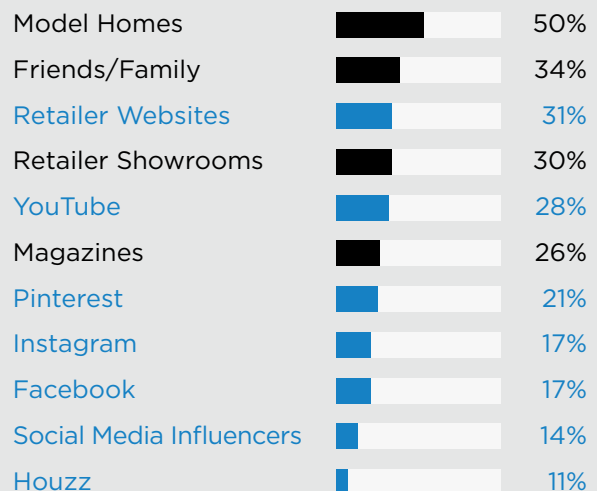


3 SELECTION PHASE

A majority of homeowners will select an appliance package if offered by their builder

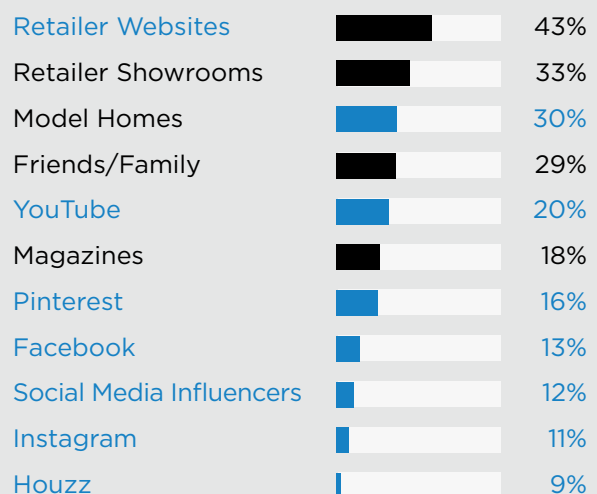
ONLINE
SOURCES
(NET)
67%

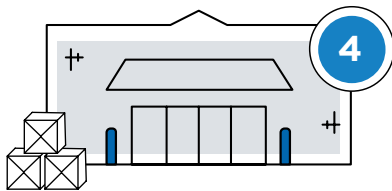
SOURCES USED FOR INSPIRATION FOR HOME BUILD TOTAL RESPONDENTS



INSPIRATIONAL TOUCHPOINTS FOR APPLIANCES TOTAL RESPONDENTS

ONLINE
SOURCES
(NET)
63%





● PURCHASING PHASE

Homeowners prefer the ability to see appliances in model homes and retailer showrooms to better visualize how appliances will look in their home and gain a sense of the user experience.

During the purchasing phase, most homeowners prefer to see appliances in person before making their decision.

Homeowners hesitate to purchase appliances they cannot see in person. Therefore, if appliances are not available on display through their builder, homeowners will visit retailer showrooms to see them in person.



Less than half of builders are offering good appliance buying experiences, leading 54% of homeowners to buy their appliances elsewhere.

“ Before I purchased my refrigerator, I hunted down the model at a Best Buy showroom so I could see what it would feel like to use in real life since it is hard to understand that through an image in a catalog. ”

- Homeowner Who Worked with a Regional/Custom Builder

WILLINGNESS TO UPGRADE

21%

of time is spent in the kitchen, #2 favorite area

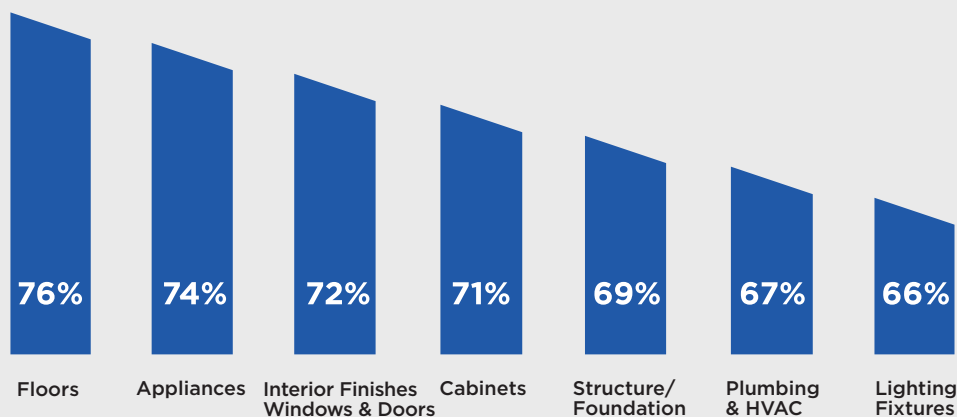
50%

of homeowners chose upgraded appliance packages over builder base models

60%

of buyers say appliance options matter when choosing a builder

Importance of Upgrades According to Home Buyers



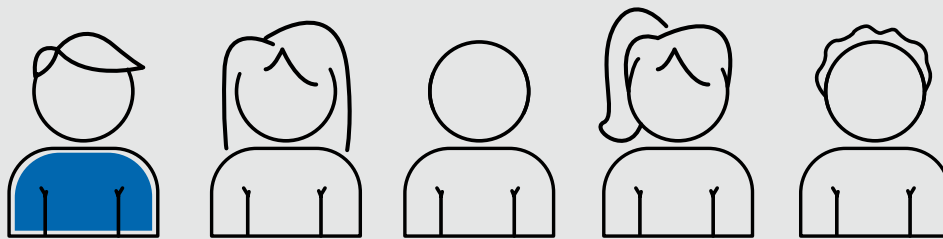
“ I like being able to choose from different tier packages for different areas of the home because some things you want to keep simple, while others, like the kitchen or bathrooms, you want to get the upgrades. ”

- Homeowner Who Worked with a Regional/Custom Builder

BUILDER GUIDANCE & EXPERTISE

Overall, homeowners find the appliance selection process is easier when builders provide options to select from, as long as there is a variety of options available.

Homeowners want to work with a builder who will provide education and guidance throughout the build process.



1 in **5**

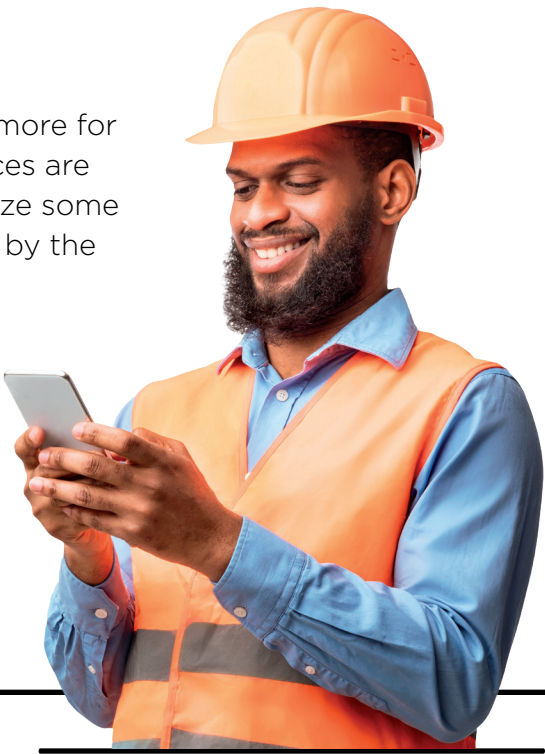
Homeowners do not receive appliance assistance when working with a regional/custom builder.

“ I like the idea of having the builder bring me options so that I don’t have to hunt down appliances myself. It takes the stress and pressure off of me. ”

- Homeowner Who Worked with a National Builder

BUILDERS OFFER TOOLS TO HOMEOWNERS, BUT HOMEOWNERS WANT MORE

Homeowners are willing to spend more for the areas that matter, and appliances are no exception. Homeowners prioritize some expenses over others as is evident by the parts of the home they consider it important to upgrade.



	Images of Model Homes & Floor Plans	Images of Materials and/or Appliances	Informational Packets	Digital Tools	Welcome Brochures
IMPORTANCE OF TOOLS BEING OFFERED EXTREMELY/VERY IMPORTANT	84%	77%	67%	54%	49%
TOOLS OFFERED BY BUILDER	70%	59%	52%	43%	32%
GAP	-14%	-18%	-15%	-11%	-9%

“ Being able to properly visualize how all the individual pieces of my home will be coming together is the most important thing for me. ”
- Homeowner Who Worked with a National Builder

KEY TAKEAWAYS & OPPORTUNITIES

- **PROVIDE A SPACE TO VIEW APPLIANCES**

Homeowners hesitate to purchase appliances they cannot see in person.

- **OFFER DIGITAL TOOLS**

By utilizing helpful online tools, builders can make appliance shopping easier for both homeowners and themselves.

- **OFFER MORE PACKAGES**

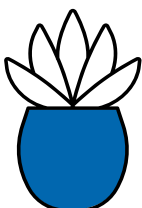
Builders can satisfy homeowners' aspirations by offering a variety of appliance packages.

- **BE THEIR EXPERT**

1 in 5 homeowners say they don't receive assistance with appliance selection. Builders can step in as the experts.

- **HAVE A VARIETY OF FINANCING OPTIONS**

Builders can help homeowners by offering competitive financing options or allowances.



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THE FUTURE

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