

TechHome Builder

Organizational Approaches to Tech

Summer 2019

TechHome *Helping you take tech from confounding curiosity*
Builder *to operationalized, strategic asset.*

Method

15 question online and phone survey

86 responses

Filtered to builders doing 50+ closes per year (high volume) and less than 50

Purpose: understand how builders are organizing to address the opportunities of tech, its importance and the level of formality of their efforts.

Summary of Findings

- ▶ Home technology is of middling importance as a strategic priority to builders of 50+ homes/year (6.0 average on a 10 pts scale) and substantially higher importance to builders of less than 50 homes (7.7 average).
- ▶ Purchasing (100%), Sales (74%), Marketing (68%) and General Management (63%) are most involved in tech strategy development in 50+ homes builders.
- ▶ General Management (100%), Construction/Operations (78%), Sales (72%) and Design/Options (72%) are most involved for <50 homes builders.
- ▶ Purchasing (52%) and General Management (37%) are most likely to lead home tech strategy in 50+ homes builders.
- ▶ General Management (50%) and Design/Options (44%) are most likely to lead in <50 homes builders
- ▶ For most builder, a small informal group of executives leads their tech planning (44%-41%).
 - ▶ 15% of 50+ homes builders and 12% of <50 homes builders have a formal tech committee.
- ▶ 39% of <50 homes builders say a single individual is developing their tech plan, while 15% of 50+ homes builders do so.
- ▶ 38% of 50+ homes builders have a formal, written technology plan and another 13% are working on the same for completion within one year.
- ▶ 22% of <50 homes builders have a formal, written tech plan.
- ▶ 24% of 50+ homes builders re-evaluate tech strategy annually and another 38% re-evaluate semi-annually, quarterly or monthly.
- ▶ 46% of <50 homes builders re-evaluate quarterly or monthly and another 38% re-evaluate semi-annually or annually.
- ▶ 50+ homes builders are strongly interested in research to assist them in their tech planning.
- ▶ <50 homes builders are interested in guides, directories, sample agendas and other practical, turnkey advisory products to help with tech planning.

Respondents Profile

How many homes will your company build in 2019?	50+ Homes	<50 Homes
0	0%	0%
1-9	0%	83%
10-24	0%	17%
25-49	0%	0%
50-99	15%	0%
100-299	29%	0%
300-499	3%	0%
500-999	9%	0%
1,000 or more	44%	0%

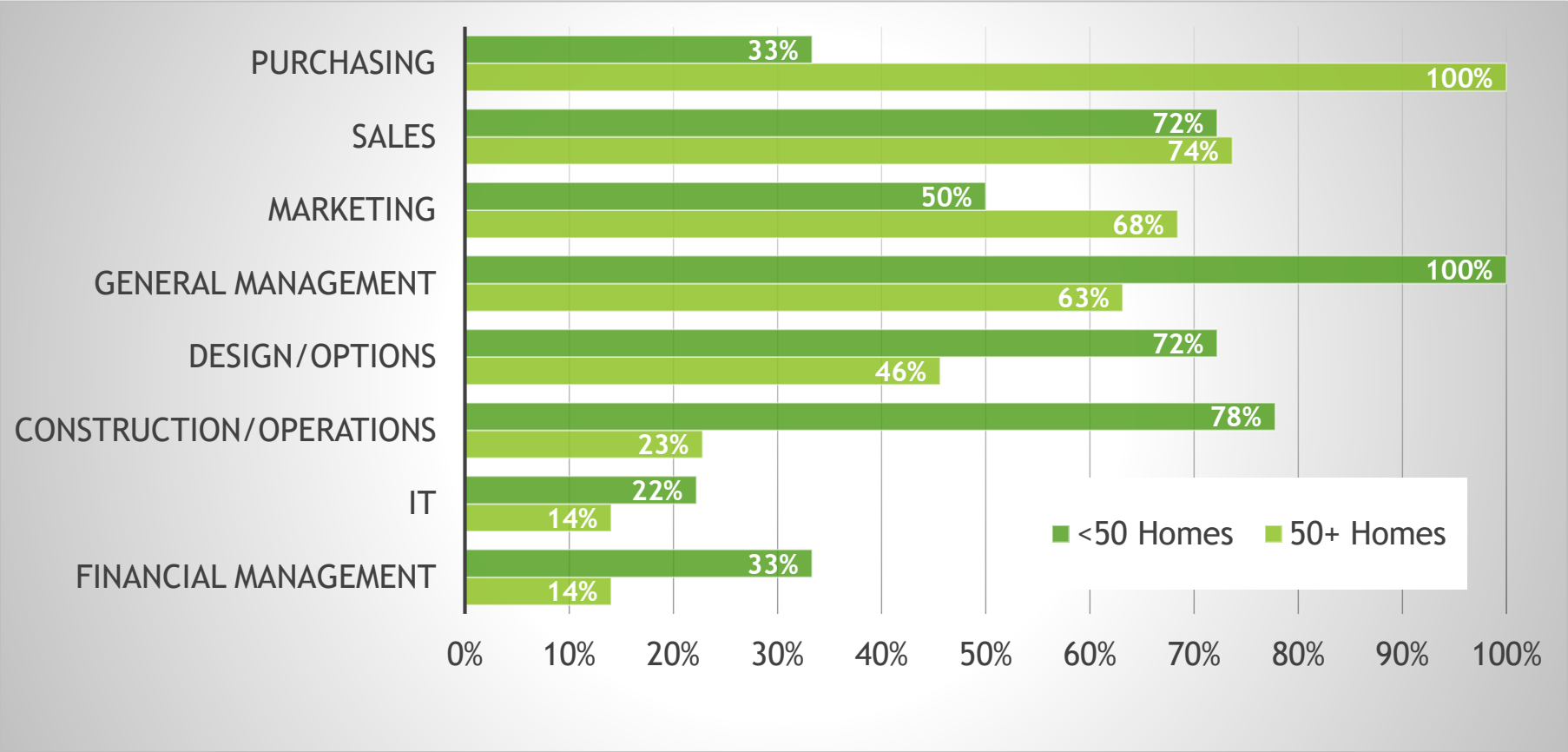
What is your age?	50+ Homes	<50 Homes
Under 24	0%	0%
25-34	19%	8%
35-44	33%	23%
45-54	29%	23%
55-64	19%	31%
65+	0%	15%

What is your gender?	50+ Homes	<50 Homes
Male	81%	100%
Female	19%	0%

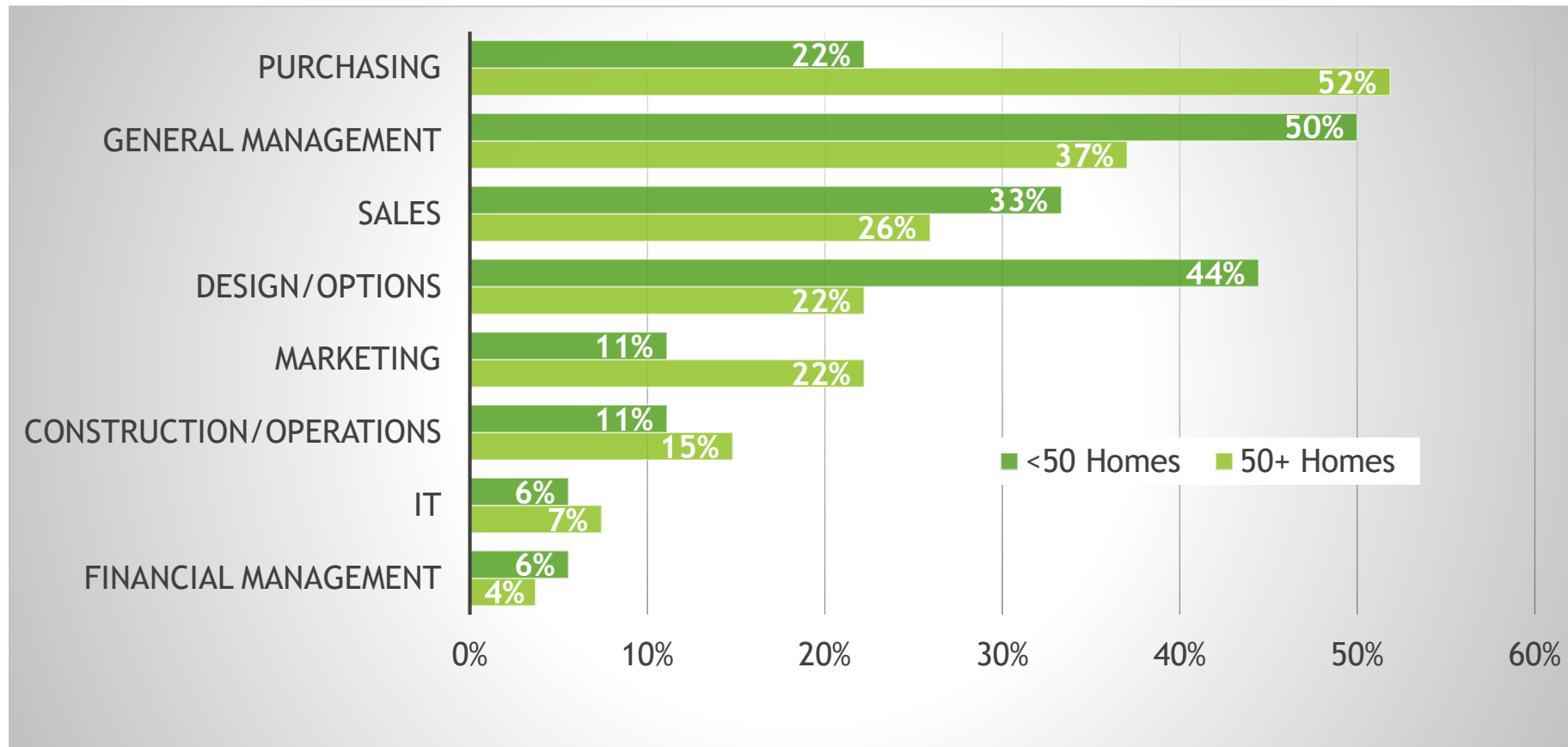
Importance of Tech

- ▶ On a scale from 1-10, how would you rate home technology as a strategic priority for your organization (with 1 denoting it is not a priority and 10 denoting a top priority)?
 - ▶ Builders of 50+ homes: **Average 6.0**
 - ▶ Builders of <50 homes: **Average 7.7**

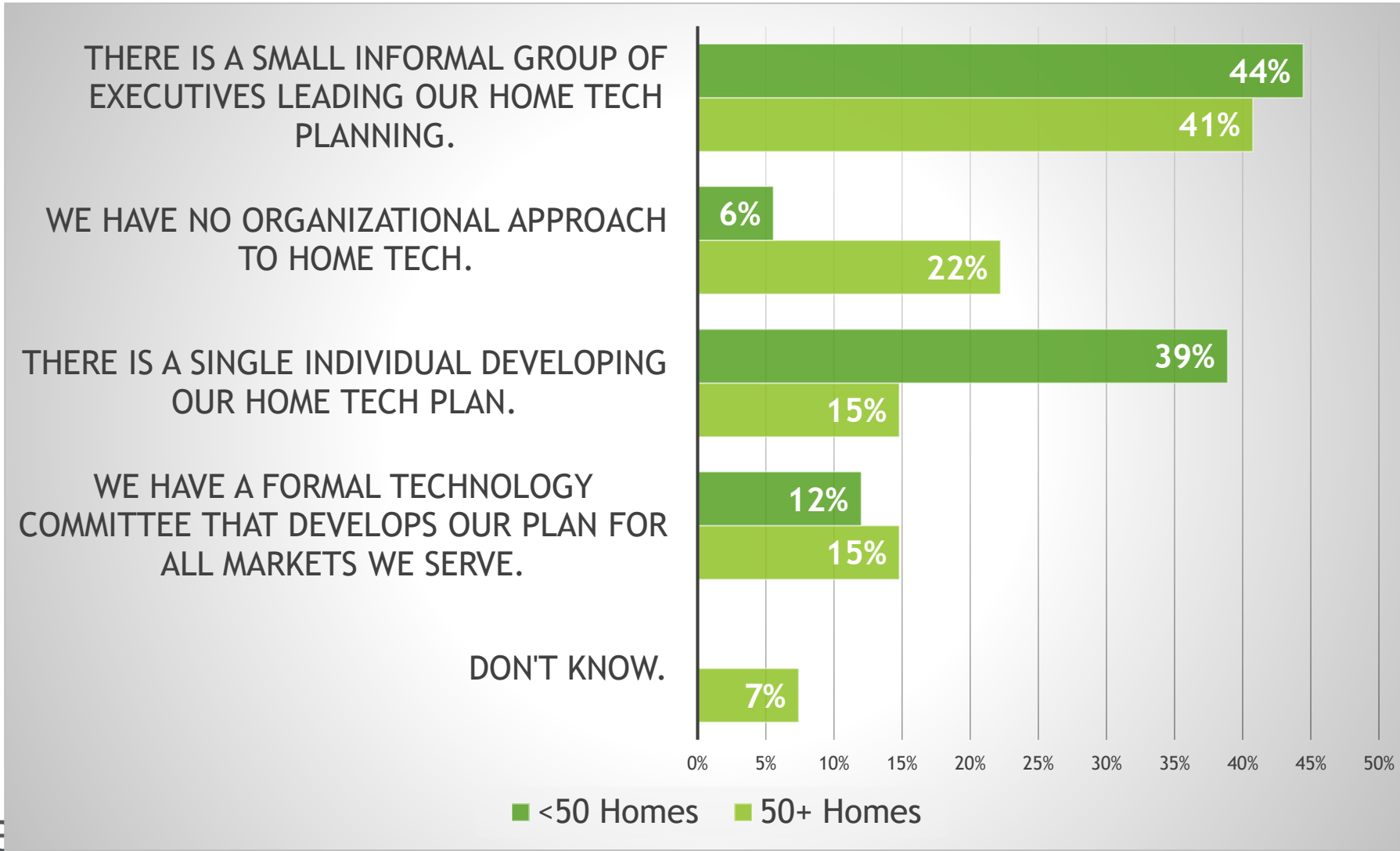
Functional Areas Involved in Development of Tech Strategy



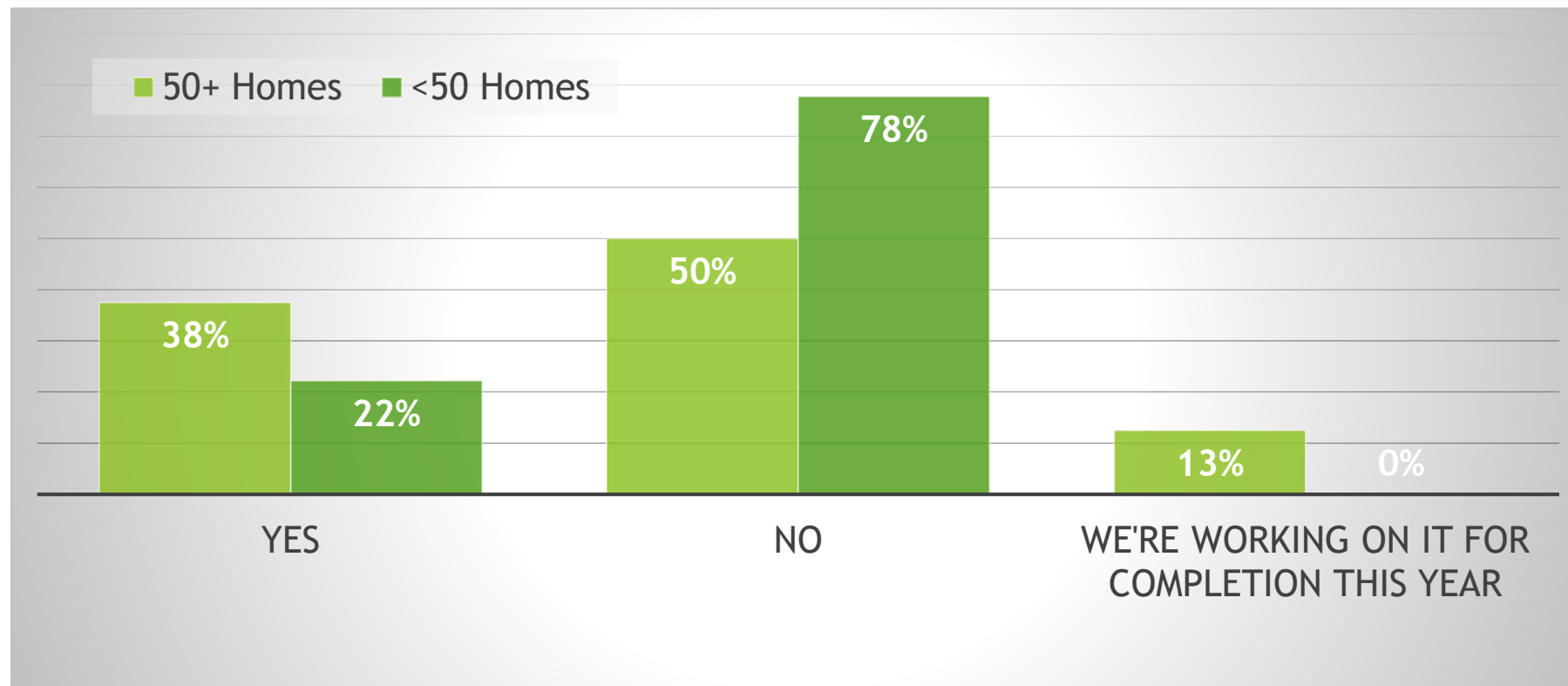
Which Function Leads Development of Tech Strategy



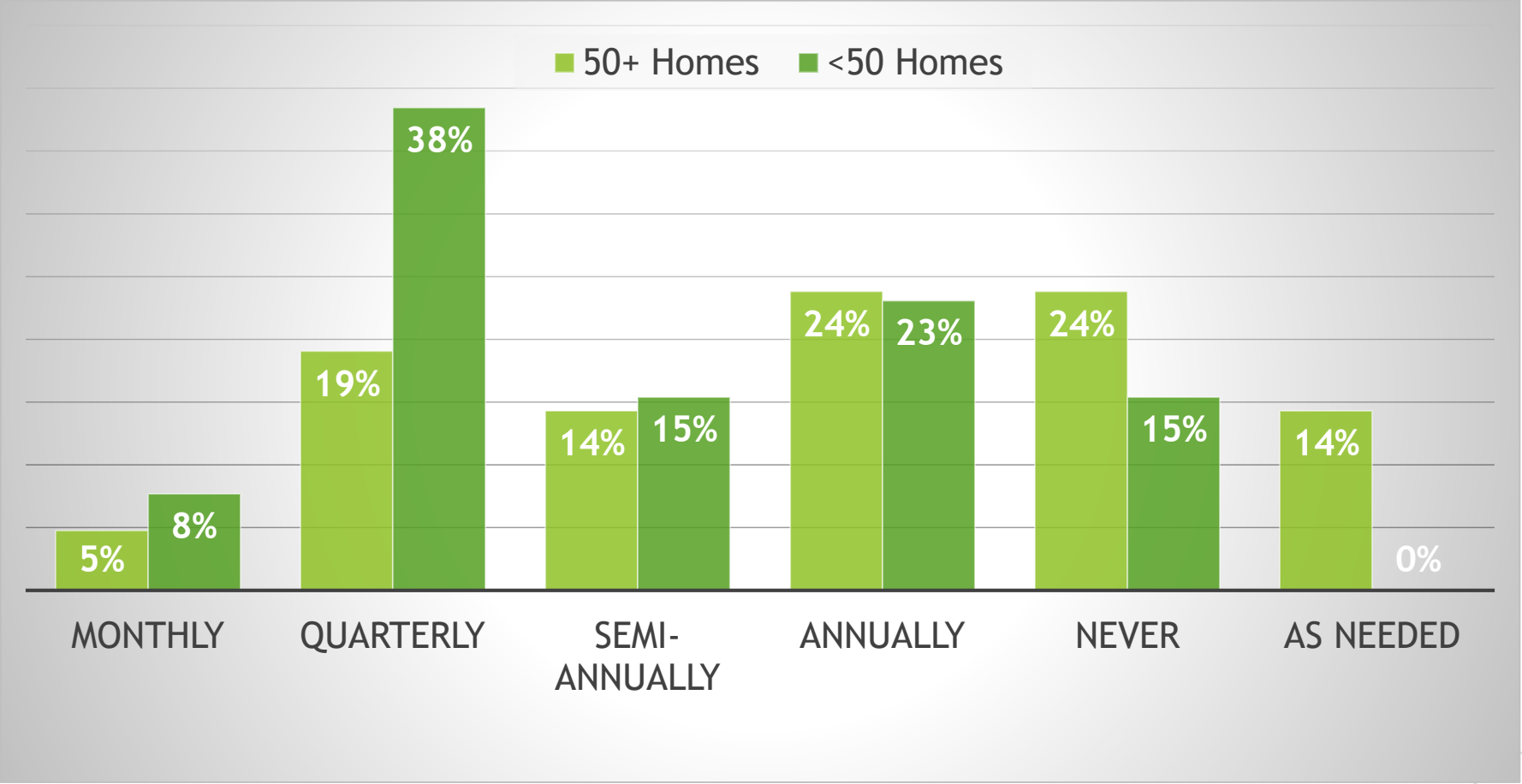
Organizational Approach to Tech



Formal, written technology plan?



Frequency of Tech Strategy Re-evaluation



Research prepared by
John Galante
president, AE Ventures
508-618-4226 office
703-585-2148 mobile
jgalante@ae-ventures.com