



What do your customers want?

Do you know what your potential customers look for in a new home? What features will get them to say yes to a home and which will turn them off?

Home Buyer Preferences: Age, Income, and Other Factors is a study from the National Association of Home Builders based on a survey of recent and prospective home buyers that compares and contrasts how housing preferences are affected—or not—by various demographics.

By knowing what your customers want, you can position your company to have the edge over your competitors. That is good for your customers—and great for your bottom line.

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