



# 4 Key Strategies for Successfully Selling New Homes in 2025

This New Homes Month, NAHB asked experienced home sellers Nicolas Ream, NAHB's 2025 National Sales and Marketing Council Vice Chair, and David O'Sullivan, 2025 55+ Housing Industry Council Chair, for best practices on how to approach the peak home-buying season with confidence. Here, they highlight four essential tips for successfully closing the deal no matter the buyer:

1. **Establish clear communication.** Being transparent from the start of the buying process can help mitigate any problems before they gain speed. Setting and discussing expectations upfront—among your entire team including the customer—ensures that everyone involved is on the same page. It also creates a smoother, more enjoyable experience for both the buyer and seller and, ultimately, will lead to a successful sale.

According to the National Association of Realtors' latest [Home Buyers and Sellers Generational Trends report](#), home buyers across age demographics say responsiveness and communication skills are highly valued.

2. **What attracts buyers to your brand.** To effectively communicate with potential buyers, you need to understand why they are drawn to your company versus a competitor. Messaging that aligns with their values and needs is key. "Attracting the right people with the right messaging allows for an enhanced experience for the builder and the client," Ream says. Ensuring your messaging speaks directly to the right audience will keep them coming back.

For example, millennial home buyers may prefer a tech-driven experience that includes being able to tour a home virtually before an in-person visit—or scheduling quick virtual check-ins with their agent to help troubleshoot key questions along the way. Meanwhile, older Gen Xers and Boomers might opt for more traditional methods, such as scheduling an in-person meeting with a lender to secure a mortgage loan versus applying for one through an online-only lender—or conducting check-ins with their agent over the phone instead of via text or email.

3. **Engage the Imagination.** "Forget the square footage, price and particulars of the house," O'Sullivan advises. Buyers are ultimately looking for something better than what they have now. Appeal to their emotions by painting a picture of the lifestyle and possibilities the new home will offer. When you engage with the imagination, you forge an emotional connection. Remember: People buy with emotion and justify with facts.
4. **Practice pre-planned discovery questions.** This means listening more than you speak, letting the customer drive most of the conversation, O'Sullivan suggests. Aim for the customer to speak 70% of the time, while you listen and ask insightful questions, he adds. This will not only strengthen the relationship, but also help you better understand their motivations—and provide information that speaks to their specific needs and desires.