**Sample Social Media Posts for New Homes Month in April**

Share these posts on your social media channels such as Facebook and LinkedIn throughout the month. You can also enhance them with local information for your community or create your own. Be sure to use #NewHomesMonth in your messages.

**General Messaging**

* April is here, which means it's #NewHomesMonth! Discover the benefits of new construction, including savings & sustainability here: **[insert URL]**
* There are many advantages #NewHomes offer compared to older homes, such as lower maintenance costs, increased energy efficiency, and floorplans designed for the modern age. Find a new home builder near you **[insert URL]** #NewHomesMonth

**New Home Trends**

* More than half of Gen Z (53%) and millennials (52%) are willing to have a smaller home with higher-quality products and amenities versus a larger home with fewer amenities. #NewHomesMonth <https://www.nahb.org/news-and-economics/press-releases/2025/02/affordability-headwinds-driving-home-buyers-interest-in-smaller-more-personalized-homes-in-2025>
* According to @NAHBHome top technology features home buyers want include security cameras, wireless security systems and video doorbells. #NewHomesMonth

<https://www.nahb.org/news-and-economics/press-releases/2025/02/affordability-headwinds-driving-home-buyers-interest-in-smaller-more-personalized-homes-in-2025>

* Builders are increasing overall living space by tacking on more porches and patios, with 68% and 64% of new homes, respectively, incorporating these features. #NewHomesMonth <https://www.nahb.org/news-and-economics/press-releases/2025/02/affordability-headwinds-driving-home-buyers-interest-in-smaller-more-personalized-homes-in-2025>
* Townhomes are becoming increasingly popular, comprising a record 17% of the single-family market compared to 10% in 2009. #NewHomesMonth <https://www.nahb.org/news-and-economics/press-releases/2025/02/affordability-headwinds-driving-home-buyers-interest-in-smaller-more-personalized-homes-in-2025>
* 80% of recent and prospective home buyers say a walk-in pantry is essential/must-have, according to an [@NAHBHome](http://send.nahb.org/link.cfm?r=Hs0cQBUaI_n21kcviOn-Yw~~&pe=XX4COb34gRWSvPhB4TdlwoaoD63AFtQQO2VUc22kgVqyIMsODaiaeDFmIztmg7vaBOdwTWQMSyBr_oSsLo6fqw~~&t=IIB0KwSArUCGPrJ9CSfqQQ~~) survey. What kitchen features are you looking for in a new home? <https://eyeonhousing.org/2024/09/home-buyers-are-looking-for-amenity-loaded-kitchens-and-bathrooms/>
* New homes are more energy-efficient, which meet modern buyers’ expectations. In fact, according to a recent NAHB study on home buyer preferences, ENERGY STAR rated windows were rated essential or desirable by 83% of home buyers. <https://eyeonhousing.org/2024/09/home-buyers-preferences-for-window-and-door-features/>

**Buyer Resources**

* Do you want to build your new home but you're not sure where to start? Follow this checklist to help find a home builder that works for you. #NewHomesMonth [https://www.nahb.org/Other/Consumer-Resources/Checklist-for-Finding-and-Hiring-a-Builder-or-Remodeler](https://www.nahb.org/Other/Consumer-Resources/Checklist-for-Finding-and-Hiring-a-Builder-or-Remodeler%20)
* There is a lot to learn when buying a new home. Here are all the terms you need to know, from A to Z <https://www.nahb.org/Other/Consumer-Resources/Home-Buyers-Dictionary> #NewHomesMonth
* April is #NewHomesMonth! Home building professionals with designations have specialized training to deliver the best new home possible. Find one today. <https://www.nahb.org/nahb-community/nahb-directories> #NewHomesMonth
* When building a new home, there are many construction options you have. Learn about them with this guide. <https://www.nahb.org/Other/Consumer-Resources/Types-of-Home-Construction> #NewHomesMonth