

Survey of Homebuyers Researching Privately Developed Master-Planned Communities

Report and Insights from the July, 2014 Buyer & Shopper Behavior Survey

Conducted by PrivateCommunities.com
(Data Collected July 2-16, 2014)



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INTRODUCTION

With almost 20 years in the industry, PrivateCommunities.com is the trusted consumer resource for individuals interested in locating privately developed, amenity-rich, master-planned communities for real estate purchase.

From a lead-generation standpoint, these online interactions with consumers preparing to make their buying decisions afford marketers a precise glimpse into the shopping pattern of their prospective buyers.

This report offers selected insights into the minds of people who are considering a real estate purchase in a master-planned community for either new home or resale purchase decisions. The findings and implications of this survey should be appealing to real estate developers, investors, homeowner associations, brokers/real estate agents and many other professionals engaged in the delivery of lifestyle to these targeted shoppers.

The report represents a small fraction of the data that is collected 24 hours a day by PrivateCommunities.com. The goal is to put some of this unique data and marketing intelligence into context for a better understanding of how the online real estate shopping experience is patterned with privately developed master-planned communities.

PURCHASE HISTORY

"Have you ever purchased a home in a master-planned community?"

YES
28%



NO
72%



On one end of this data, we see that 28% have purchased a home in a master-planned community and are familiar with that lifestyle.

Meanwhile, 72% have never experienced life in a master-planned community which provides an opportunity for community marketers and real estate teams to educate and sell the benefits of living in a master-planned setting.

LAST PURCHASE IN A MASTER-PLANNED COMMUNITY

"How recently did you purchase?"



Among those who purchased in a master-planned community, 66% purchased property more than three years ago which suggests they are likely now shopping for another master-planned community.

SHOPPING WITH INTENT TO BUY

"Are you planning to buy a home in a master-planned community?"



81% plan to buy a home in a master-planned community

The majority of people using PrivateCommunities.com are prospective buyers researching their options for a future purchase in a master-planned community. The site is singularly focused on providing the most current information about master-planned communities.

URGENCY TO PURCHASE

"How soon do you plan on buying?"



76% plan to buy a home in a master-planned community within two years

When asked how soon they planned on buying a home in a master-planned community, 4 in 10 respondents indicated they will buy within the next 12 months and nearly 8 in 10 will buy within the next 24 months.

Twenty-four percent indicated a purchase date more than two years out.

NOTE: This data is as of the survey date and not the date when respondents first began their research. The survey was sent to individuals who engaged with PrivateCommunities.com during the span of 18 months between January 1, 2013 and June 26, 2014. Therefore, the 'urgency to purchase' lag time could be up to an additional 18 months for some respondents.

PRICE POINT

"Approximate price range for this next home?"



35% Below
\$250,000



52% \$250,000 -
\$500,000



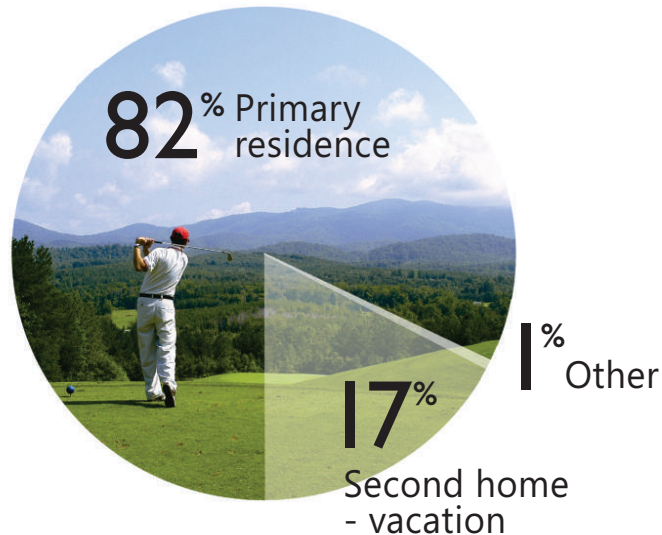
13% \$500,000
+ Up

65% indicated price points from a quarter-million dollars and higher, with 13% interested in homes priced at a half-million dollars and up

According to data from Nielsen PRIZM, PrivateCommunities.com survey respondents are among the nation's wealthiest 5% with the top three PRIZM segments being "Big Fish, Small Pond", "Country Squires" and "Upper Crust". It is likely responses skewed in a more conservative direction because of the sentiment that it is a "buyers market" with under-valued real estate and high inventories in the master-planned community niche.

HOME USAGE

"What are your plans for this next home?"

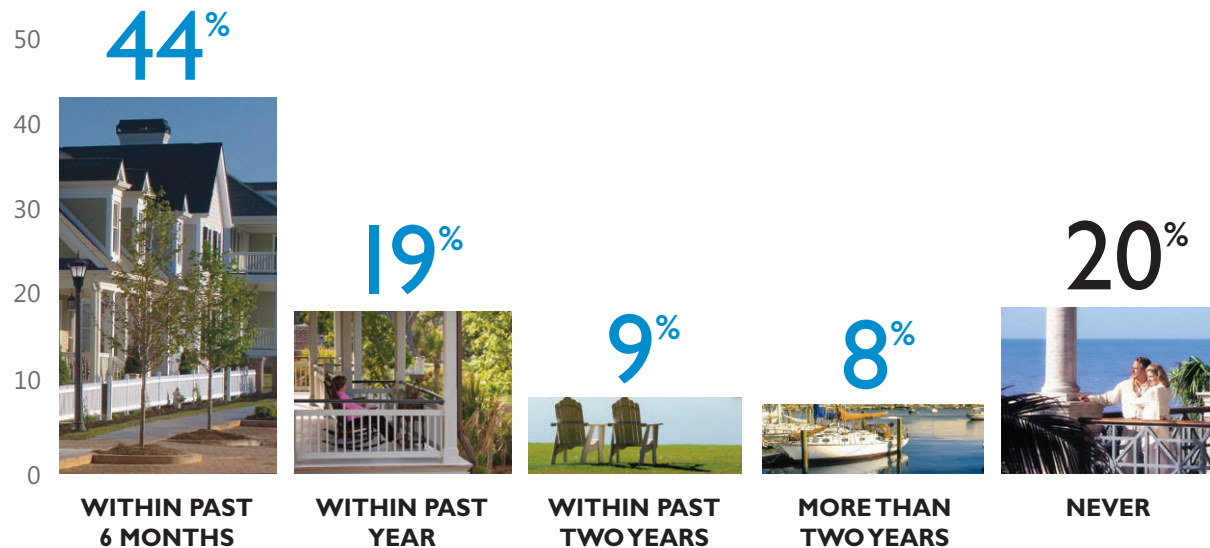


Respondents were asked how they would use the home that they plan to purchase in a master-planned community. This data indicates that relocation is part of their plans.

As an aside, in a separate question posed to survey participants who had NOT yet decided to buy a home in a master-planned community, but who used PrivateCommunities.com for research, over 40% stated they were "planning for retirement" and 8% were researching golf memberships.

SHOPPING ONLINE OR IN PERSON

"The last time you visited a master-planned community was..."



80% visited a master-planned community

An overwhelming 80% of respondents are shopping both online and in person. While we don't know the reason for community visits – sales tour, golf, friends - we do know that all 80% have visited a master-planned community and are familiar with the lifestyle.

Twenty percent of respondents are shopping online, exclusively. This group is in the early research and decision making stage.

METHODOLOGY

Target audience: More than 14,000 home shoppers who used the "Send Me Information" form at PrivateCommunities.com between January 1, 2013 and June 26, 2014, and provided an email address.

These shoppers had no record of visiting PrivateCommunities.com prior to 2013. The list of email addresses was "de-duped" making duplicate invitations unlikely.

The sample size (list of emails) contained 14,072 addresses. On July 2, an invitation to participate in the survey was sent to 14,072 unique email addresses and reached 13,353 inboxes. Respondents were NOT offered any incentive to participate in the survey.

On July 8, a reminder email was sent to those who had not yet completed the survey (automatically determined by SurveyGizmo). This reminder email was sent to 12,779 email addresses and reached 11,614 inboxes.

Respondents for this survey volunteered to participate so the sample is based on self-selection rather than a probability sample. No estimates of sampling error can be calculated, nor would they be needed.

During the period of July 2 -14, there were 565 survey responses collected. The survey closed on July 16, 2014 with a response rate of 4.23% (based on the 13,353 email addresses reached).

If you would like to know more about the benefits of listing a privately developed master-planned community on PrivateCommunities.com, contact the company at (772) 234-0434 or email info@PrivateCommunities.com