



The Digital Revolution in Home Buying

How buyer behavior has transformed North American real estate since COVID, driven by convenience innovation and younger generations entering the market. [Have builders caught up?](#)

Study and Report By:



BUILDERCHAT

[Visit Our Website](#)

E-Commerce Explosion

16.3%

U.S. E-commerce Share

Retail sales in Q2 2025, up from pre-COVID levels

5.9%

Canada E-commerce

Total retail share in June 2025, steadily growing

53%

Mobile Dominance

Of online transactions now happen on mobile devices

The convenience-first mindset established during COVID has become permanent, reshaping how North Americans shop for everything, including homes.

The New Shopping Trinity

Amazon

40.4% of U.S. e-commerce market share. The undisputed leader setting consumer expectations for instant gratification and seamless experiences.

Walmart

6.4% market share with 5 billion same-day deliveries. Proving that physical stores can enhance digital convenience.

Apple/eBay

3.6% and significant volume respectively. Demonstrating that specialized experiences still matter in the digital age.

Online buying experience expectations are being set by the leaders in e-commerce, such as Amazon.

"Brands are no longer competing with the best experience in their category, they are competing with the best digital experience a consumer has ever had."

-Think with Google

Click-and-Collect Goes Mainstream

The New Normal

150.9 million Americans used click-and-collect in 2024—that's 53% of the entire population. Canada saw 14.2 million users embrace this hybrid shopping model.

This behavior pattern has trained consumers to expect **research online, experience offline** across all major purchases, including homes.



What Buyers Really Want

1 Price Transparency

Still the #1 factor, but poor service is now the #2 reason customers switch brands.

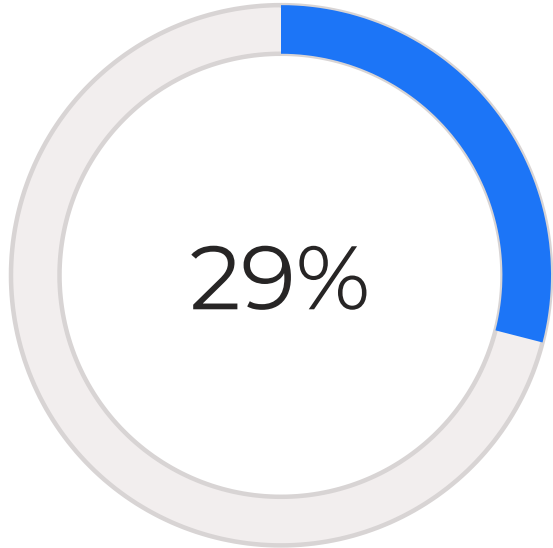
2 AI with Guardrails

73% want to know when they're talking to AI, and 71% want human validation of AI responses.

3 Consistent Quality

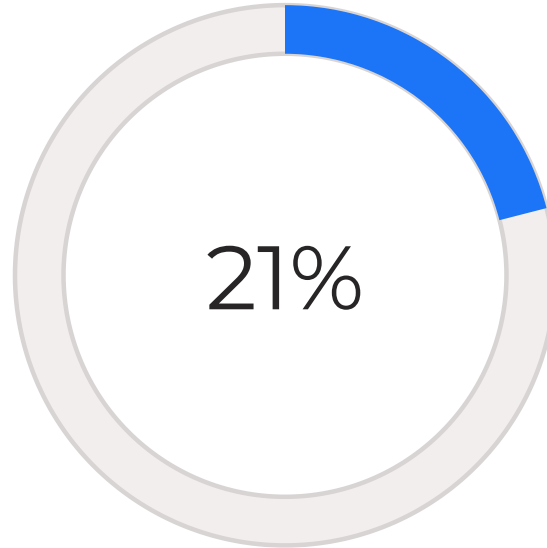
Trust depends on fair pricing, data privacy, and reliable experiences across all touchpoints.

The Generational Shift



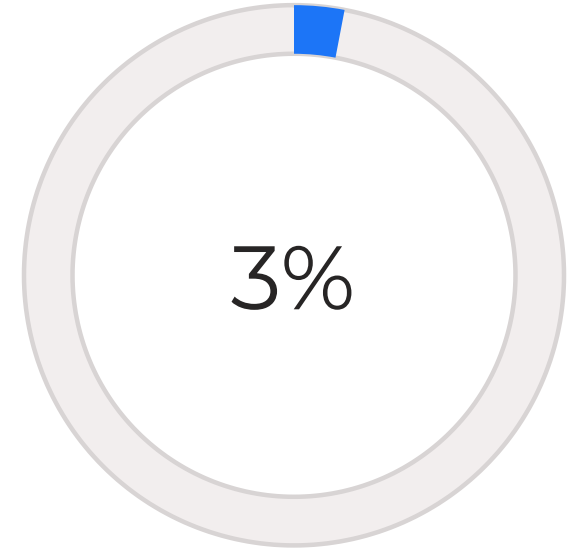
Millennials

Now the largest group of home buyers, bringing digital-first expectations



Under 30

Buyers in their twenties, highly mobile-focused and cost-conscious



Gen Z

Small but growing share, completely digital-native in their approach



Home Search Goes 100% Digital

Every single home buyer in 2024 used the internet during their search process

-National Association of Realtors

The Modern Home Search Journey

01

10 Weeks of Online Research

Buyers spend extensive time researching neighborhoods, prices, and available inventory before making contact.

02

7 Homes Viewed Total

Including 2 homes viewed online-only, showing the power of virtual content to influence decisions.

03

Photos, Details, Floor Plans

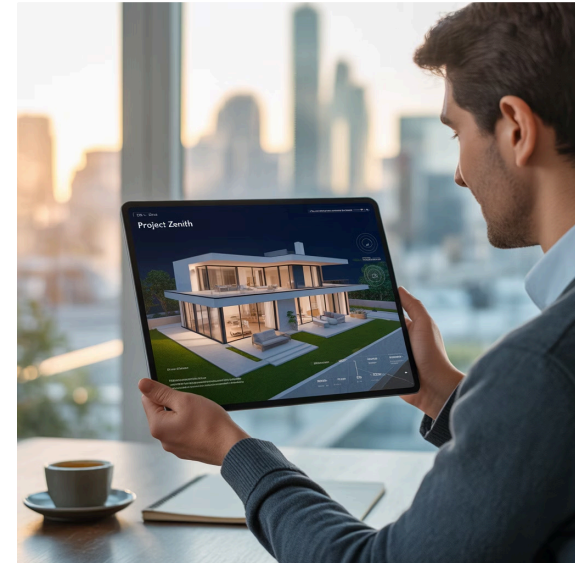
The three most valued types of content that determine whether a home makes the shortlist.

Virtual Content Drives Real Decisions

The Influence Factor

71% of sellers are more likely to hire agents who offer virtual tours and interactive floor plans. If virtual content influences agent selection, imagine its impact on home selection.

Buyers now expect immersive digital experiences before scheduling physical visits.



Mobile-First Real Estate

1

Late-Night Browsing

Most home discovery happens on mobile during evenings and weekends

2

Instant Gratification

Buyers expect immediate answers about pricing, availability, and features

3

One-Tap Actions

Save favorites, share listings, and schedule tours must be effortless

Where Builders Win

Complete Inventory Control

Live lot availability, pricing ranges, HOA fees, timelines, and spec home status—all in one place.

Immersive Content Library

High-resolution photos, interactive floor plans, and virtual tours for every plan and quick move-in home.

24/7 Instant Help

On-page chat answering specs, pricing, timelines, and booking appointments without waiting.



The BuilderChat Advantage

Instant Expert

AI trained on your entire plan library, pricing, and community details with transparent human handoff

Inventory Engine

Real-time availability with 24/7 tour booking and inventory change notifications

Personal Concierge

Curated shortlists based on budget, timeline, and preferences with payment illustrations

Success Metrics That Matter

Sub-Minute Response

First chat response time under 60 seconds, matching e-commerce expectations

1

Mobile Performance

Under 2.5 seconds to interactive on 4G with one-tap booking capabilities

2

3

95% Content Coverage

Virtual tours and interactive floor plans for nearly all available plans

The Generational Opportunity

Millennials (Ages 26-44)

- Want move-in-ready homes
- Demand transparent pricing
- Expect comprehensive online research tools
- Value detailed community information

Gen Z (Entering Market)

- Need down-payment assistance info
- Prefer creative financing options
- Completely mobile-first approach
- Open to nontraditional home paths





The Future is Now

Buyer behavior has permanently shifted. The question isn't whether to adapt to digital-first expectations—it's how quickly you can implement the tools that meet them.

Convenience is King

From Amazon to home buying, instant access and transparent information drive decisions

Mobile Rules Everything

Over half of all transactions happen on phones—your home buying experience must follow

Trust Through Transparency

AI assistance with human backup builds confidence in high-stakes purchases

Integrate for a Seamless Strategy

BuilderChat isn't just a tool; it's a strategic enhancement designed to seamlessly integrate with your existing online sales processes. It empowers you to meet the modern homebuyer exactly where they are, delivering the instant, accurate information and personalized experiences they've come to expect. **Chatbots suck. That's why smart builders are choosing BuilderChat.**



Enhance Current Workflows

Integrate real-time inventory, pricing, and virtual content directly into your digital channels, making every customer touchpoint more efficient.



Meet Buyer Expectations

Provide 24/7 instant answers and guided experiences that cater to today's mobile-first, always-on buyer behavior.



Empower Your Team 24/7

Allow your online sales counselors to focus on high-value interactions by automating initial inquiries and qualifying leads effectively.

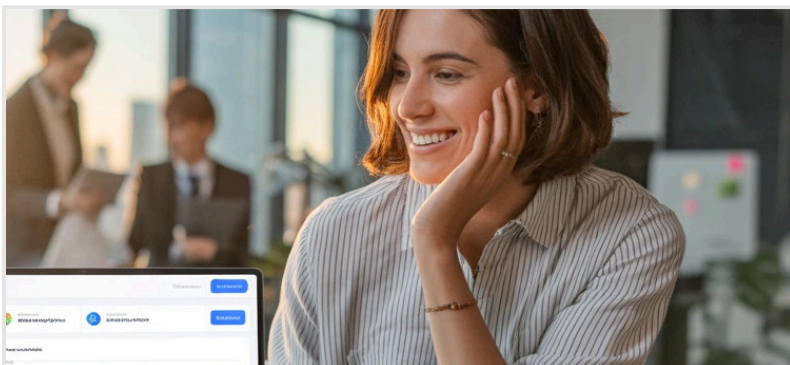
Curious to see if BuilderChat can help you?

We'd love to connect for a **30-minute BuilderChat Strategy Call**. we'll analyze your website and sales workflow to uncover opportunities to increase engagement, capture more qualified buyers, and improve efficiency.

Without adding to your team's workload.

[Book a 30-Minute Strategy Call](#)

Visit our website:



 BuilderChat



Home - BuilderChat

Chatbots Suck. BuilderChat Doesn't. Engage every buyer: on your site, socials, text, and via voice. 24/7. Automatically. Unlock hidden revenue and convert more of the...