• Establishing the broker/builder relationship as soon as possible when meeting a buyer
• Involve the brokers throughout the process with all dealings with the buyer
• Continue relationships between brokers and builders to build future referrals

• Educate the buyer’s broker about new home process upfront separate from buyer
• At broker office presentations focus on teaching the brokers about the building process not just community presentations
• Encourage brokers to do their research before showing new builds
• Offer CE classes at the model homes
• Communicate with the Realtor immediately after a buyer visits a sales office
• During the transaction involve the Realtor on any updates, issues or changes that might arise
• Communicate with Realtors about industry changes and new communities