

# WHITE PAPER

## The Future of Lead Generation in Housebuilding

*Your Ultimate Guide to  
Next-Gen Marketing in the  
Age of PropTech.*



# Executive Summary

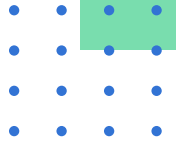
The housebuilding industry faces a unique marketing landscape, blending traditional methods with the digital demands of modern homebuyers. In *The Future of Lead Generation in Housebuilding: Your Ultimate Guide to Next-Gen Marketing in the Age of PropTech*, we outline how marketers can attract high-quality, conversion-ready leads while optimising budgets and meeting buyer expectations. Key insights include:

- Millennials and Gen Z dominate today's homebuyers, with the average first-time buyer aged 33 in 2025. Over 70% of Gen Z prioritise homeownership, and 55% consider new builds, compared to 23% of over-45s.
- Buyer challenges: Financial concerns delay purchases — 44% of prospective buyers paused plans in 2024, with 72% worried about deposits and 60% about mortgage affordability.
- Seller challenges: A significant proportion of UK homeowners continue to misjudge their property's value, with recent data showing widespread over- and undervaluation — often exceeding £100,000 — underscoring a persistent knowledge gap across regions.
- Digital preferences: 90% of millennials decide online before contacting sales teams, 60% prefer digital communication, and 71% of Gen Z demand quick responses, favouring live chat over phone calls.
- Lead quality issues: Overall, across sectors, 42% of businesses struggle with low-quality leads, and 96% of website visitors aren't ready to buy on their first visit, creating priority-balancing challenges for marketers.
- Solutions:
  - Digital-first marketing: Buyers expect instant online information; 70% of millennials abandon low-value purchases within 10 minutes if answers are lacking.
  - Multi-channel approach: Content marketing drives leads (87% of marketers agree), with businesses using 31–40 landing pages generating seven times more leads than those with 1–5.



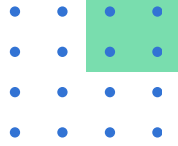
- From multi-channel to omnichannel: Most housebuilders utilise multiple platforms (email, PPC, social media, and events), but few deliver a seamless, joined-up experience. An omnichannel strategy, powered by zero- and first-party data, enables more intelligent targeting, more timely messaging, and higher conversion among buyers with longer decision cycles.
- PropTech innovations: **Home Valuation Tools** (70% of homeowners misjudge property value), **Budget Calculators**, and **Shared Ownership Estimators** (only 34% know about shared ownership) filter serious, eligible leads.
- The way forward: Housebuilders must prioritise digital convenience, online education, and PropTech to create a 'one-stop shop' online presence, enabling sales teams to focus on conversion-ready prospects.

This white paper offers data-driven strategies and practical solutions to help marketers innovate, align with buyer behaviours, and drive success in the evolving PropTech era.



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## > Introduction



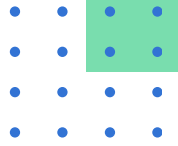
### The Evolving Landscape of Homebuying Marketing

Marketing is an ever-changing landscape, and – while there are lessons to be learned from the buying habits of retail consumers – **homebuying is a niche industry.**

It's the “exception to the rule”, where even phone-call-avoiding buyers – who represent 80% of millennials and Gen Z ([source](#)) – recognise the need to talk on the phone when it comes to buying a property.

Yet the landscape still isn't what it once was. **A balance must be struck** in recognising the value of in-person contact and physical sales materials, while attracting new leads from the digital sphere and catering to the wants of modern-day buyers to get them “through the door”.

But the challenge for today's marketers isn't just finding new leads in the right way, it's **ensuring quality over quantity.**



While the following statistics aren't specific to the homebuying sector, they shed light on broader marketing challenges that many industries, including housing, face in terms of lead generation and buyer readiness.

Recent data indicates that 42% of businesses struggle to attract low-quality or irrelevant leads through their marketing activities ([source](#)). Compounding this, studies suggest that up to 96% of website visitors are not ready to make a purchase on their first visit ([source](#)).

The concept presents marketing teams with **priority-balancing challenges, along with a serious debate** on how to spend budgets wisely enough to generate conversion-ready leads, without wasting time.

In our view, the questions to answer are simple:

- What does the latest consumer data mean for modern homebuying?
- What motivates younger buyers and influences their decisions?
- How can smart, budget-conscious marketing teams find quality, conversion-ready leads when marketing new developments?

These are the crucial questions we'll answer today, presenting you with

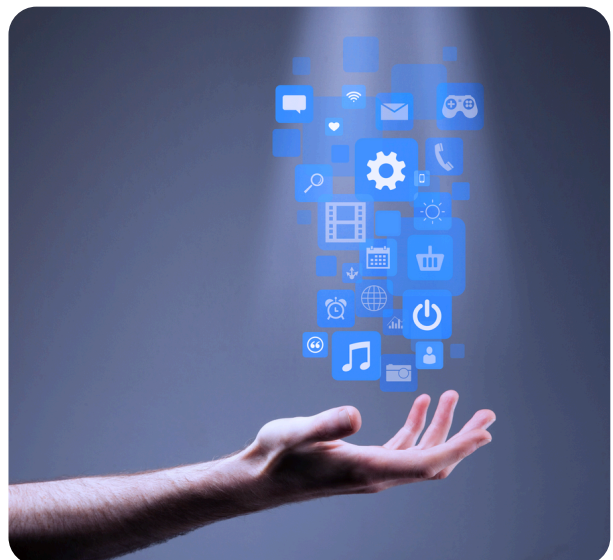


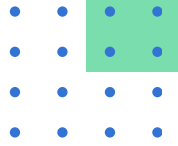
data-driven findings, tangible solutions, and proven ways to innovate, leverage PropTech, and grow success. .

**42%** of businesses have issues with low-quality leads.

**96%** of website visitors are not ready to buy on their first visit.

You can use this resource as inspiration, as a business case for change, or as a helpful tool to share with your marketing teams.





# > Who are Today's Homebuyers, and What are Their Challenges?

Recent analysis shows that almost half of millennials are now prioritising spending their money on buying a home ([source](#)). Gen Z is even more keen to get on the property ladder, with more than 80% of those surveyed willing to buy a home if they could ([source](#)).

Even though the age of the average first-time buyer is slowly creeping up, at 33 years of age in 2025 ([source](#)), millennials and Gen Z are still prime target buyers for new build homes, with 55% saying they would consider it compared to 23% of over 45s ([source](#)).

Yet 44% of prospective first-time buyers delayed property purchases in 2024 due to financial uncertainty ([source](#)). Younger homebuyers are also increasingly worried about their deposit (with 72% expressing concerns), and their mortgage affordability (at 60% of respondents) ([source](#)).

Even existing homeowners (also a key buyer of new builds) are concerned about the affordability of moving house. Over a quarter (26%) of respondents in a recent survey said they were worried about the high costs of moving ([source](#)), despite most wanting to move to a bigger property, change location, or downsize.

**55%**

of milenials and Gen Z would buy a new build home

**44%**

of FTBs delayed buying a home due to financial worries

**72%**

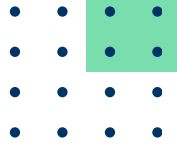
of FTBs expressed concerns about a deposit

**60%**

of FTBs are worried about their mortgage affordability

**26%**

of homeowners are worried about high moving costs



01

More than 80% of Gen Z surveyed would buy a home if they could ([source](#)).

02

Millennials and Gen Z are prime target buyers for new build homes, with 55% saying they would consider it compared to 23% of over 45s ([source](#)).

04

44% of prospective first-time buyers delayed property purchases in 2024 due to financial uncertainty ([source](#)).

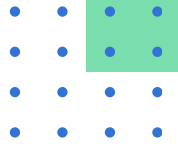
03

Over a quarter (26%) of existing homeowners said they were worried about the high costs of moving in a recent survey ([source](#)).

Vistry Group

*“With shared ownership in high demand due to affordability, it is more crucial than ever to have a product that supports the generation and qualification of leads for these properties. That is exactly what **Prospect Generator** have done with their new shared ownership tool. The **Shared Ownership Estimator** is a real asset to our marketing strategy, and we are grateful for the team at **Prospect Generator** who continue to go above and beyond to support the housebuilding industry.”*

*–Regional Marketing Manager –Vistry North Central Midlands*



# > The Home Valuation Conundrum

## What the Data Says

Recent UK research shows a continued lack of awareness among homeowners about their property's value. In 2023, Quick Move Now found that homeowners overestimated their home's worth by an average of 15% ([source](#)).

Winkworth's 2025 data revealed that 35% of those who undervalued their property were out by more than £100,000, with 18% misjudging by at least £250,000 ([source](#)).

Regionally, the highest levels of undervaluation were in the North East (81%), Scotland (78%) and the South West (74%), compared to 65% in London ([source](#)).

These findings highlight a widespread knowledge gap, with valuation blind spots regularly exceeding six figures, particularly in regions where market growth has been less visible.

**15%**  
the amount homeowners overestimate the value of their home by

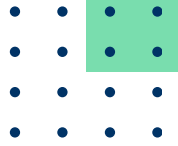
**35%**  
of homeowners overvalued their home by more than **100K**

**18%**  
misjudged the value of their home by at least **250K**



HIGHEST LEVELS OF REGIONAL UNDEREVALUATION

NORTH EAST	SOUTH WEST
<b>81%</b>	<b>74%</b>
SCOTLAND	LONDON
<b>78%</b>	<b>65%</b>



## > Engaging With Today's Homebuyers: What Do They Want?

Traditional marketing tactics – from advertising show homes and open houses on local billboards to marketing in high street estate agents – are likely to work with the older generation of homebuyers – and marketing teams know all the tricks. But what about the younger generation of homebuyers? What do they want from a housebuilder in the modern age?



Most marketing teams know that we're in the digital-first age of marketing, where **90% of millennials make buying decisions** before even speaking to a sales rep ([source](#)). This means that most 30–40-year-olds today are likely to be serious before picking up the phone to call you.



Speaking of phone calls, younger homebuyers don't want to, don't like to, or don't have time to speak on the phone. Almost **60% of Gen Z and millennials prefer digital communication**, and as many as 50% of those surveyed feel uncomfortable making business calls ([source](#)).



When they have a query, they expect to find answers on the company's website. If they have to reach out, **71% of Gen Z and 65% of millennials say they want a quick response** ([source](#)), preferring a digital reply (i.e., a live chat) over any other form of communication (i.e., a callback).



# > How Can Marketing Teams Respond to the Demands of Modern Buyers?

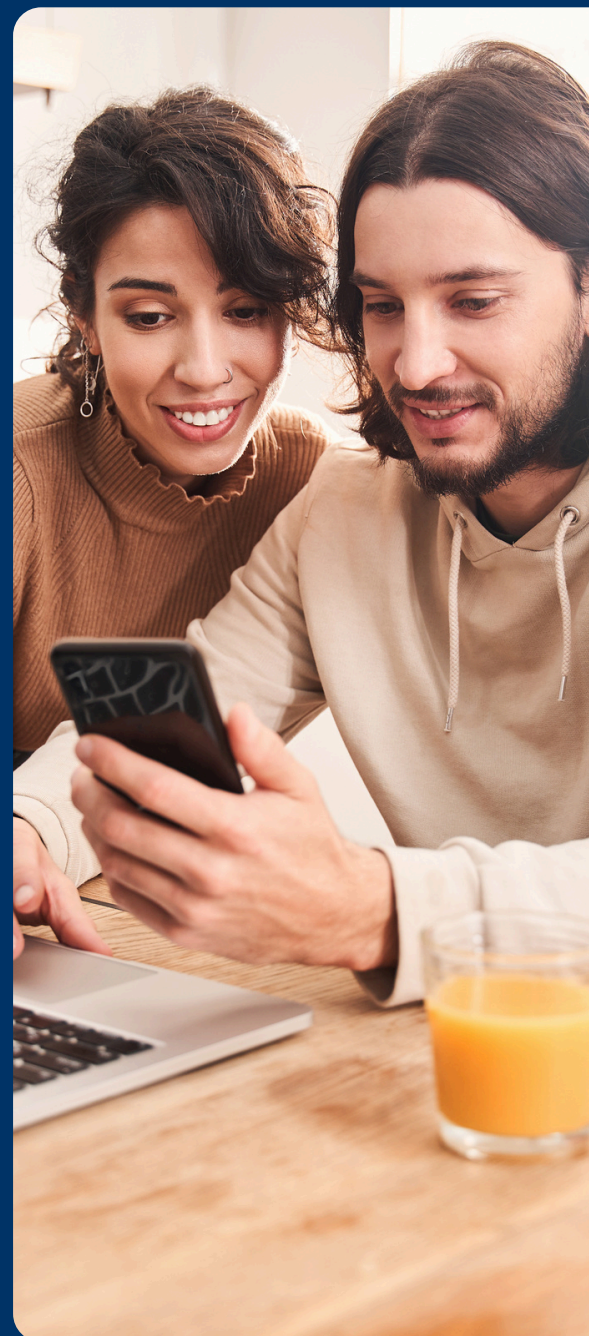
## Digital-first Marketing

Gone are the days when phone calls and show home visits were the first port of call for the majority of homebuyers. Today's buyers are too busy and – to be frank – too untrusting to feel “won over” by a phone call.

The reason today's buyers make 90% of their buying decisions before speaking to a salesperson is that all the information they need is immediately available online – and that's their preference.

Today's buyers expect digital convenience and are cut-throat when online pages don't deliver. In fact, over 70% of millennials abandon low-value purchases within 10 minutes if they can't find the information they need ([source](#)).

If buyers can access the information they need online – whether through content, live chat, or PropTech tools like **Budget Calculators**, **Shared Ownership Estimators**, and **Home Valuation Tools** – they expect to do so digitally.



## Multi-channel Marketing

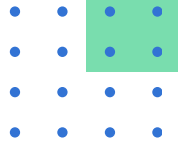


Speed is of the essence, but so is content – and more is more. As many as 87% of marketers report that content marketing generates both demand and new leads ([source](#)). Today, businesses with 31 to 40 landing pages get seven times more leads than those with only 1 to 5 landing pages ([source](#)).

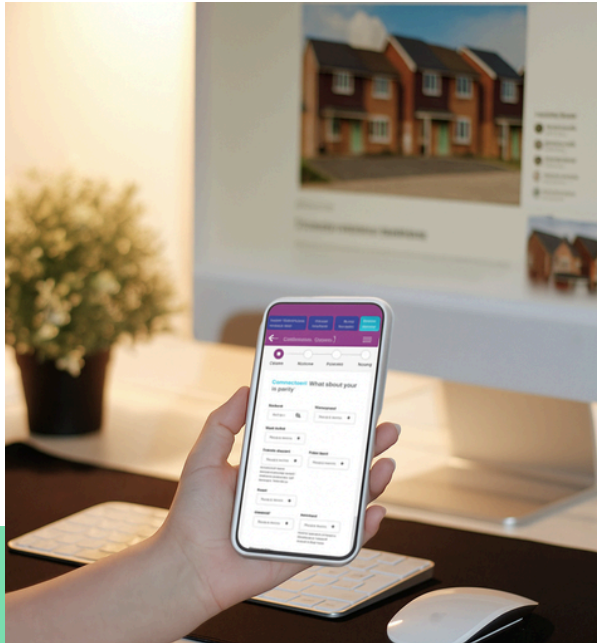
While housebuilders don't necessarily have to create tens of landing pages to

find new leads, it feeds the narrative that today's buyers want as much information as possible in all corners of the internet.

With social proof being another important factor for today's buyers (namely the younger generation), the more your content is spread over different channels, the more likely you are to find leads, have time to nurture them, and eventually funnel the "serious" ones into your show homes.



## > Beyond Multi-Channel:

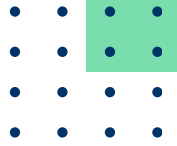


### Building an Omnichannel Strategy with Zero- and First-Party Data

Many housebuilders now market across various channels — from Instagram ads to live chat, email campaigns, and property portals. While this multi-channel approach helps expand reach, the channels often operate in isolation, resulting in fragmented messaging and inconsistent buyer experiences.

To meet modern buyer expectations, the industry must evolve towards an omnichannel strategy that treats each channel as part of a connected journey. This means:

- Coordinated messaging across touchpoints (e.g. a buyer who clicks on a shared ownership ad receives follow-up email content on the same topic).
- Seamless handoffs between digital and in-person stages (e.g. enquiry forms that provide sales agents with context).
- Timed, relevant nurture, informed by user behaviour and stage in the buying journey.



The enablers of this are zero- and first-party data, both types of information captured directly and consensually from the buyer.

When collecting zero-party data through tools like **Budget Calculators** or preference surveys, housebuilders must ensure consent is freely given, specific, informed, and unambiguous. This means using clear, plain language about what data is being collected and how it will be used, with pre-ticked boxes avoided in favour of active opt-in mechanisms.

## What's the Difference Between Zero- and First-Party Data, and Why Does it Matter?



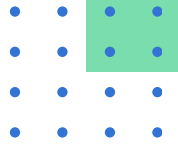
**First-party data** refers to behavioural signals gathered through website interactions, downloads, chat tools, and CRM systems.



**Zero-party data** includes estimates explicitly shared by buyers — such as their estimated budget, preferred location, or homeownership goals — via online tools, forms, and surveys.



The key difference between zero-party and first-party data is that **customers actively share zero-party data** in exchange for something of value. In contrast, **first-party data is collected through their interactions with your brand**, such as website visits or content engagement.



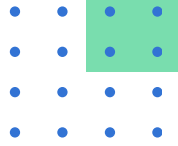
Unlike third-party data, which became obsolete in 2024 due to new privacy regulations, zero- and first-party data give marketers greater control and accuracy when engaging their audience, while maintaining GDPR compliance ([source](#)).

You should collect first-party data because it's vital for understanding how customers interact with your business. Unlike third-party data, which can be unreliable and sometimes compromised in accuracy, first-party data is accurate, reliable, and readily available for your business to use.

Under GDPR, housebuilders must identify a lawful basis for processing personal data. For marketing communications, this is typically consent (Article 6(1)(a)) or legitimate interests (Article 6(1)(f)). For direct marketing via email or SMS, PECR requires explicit consent, whereas postal marketing may rely on legitimate interests, provided there are appropriate opt-out mechanisms in place.

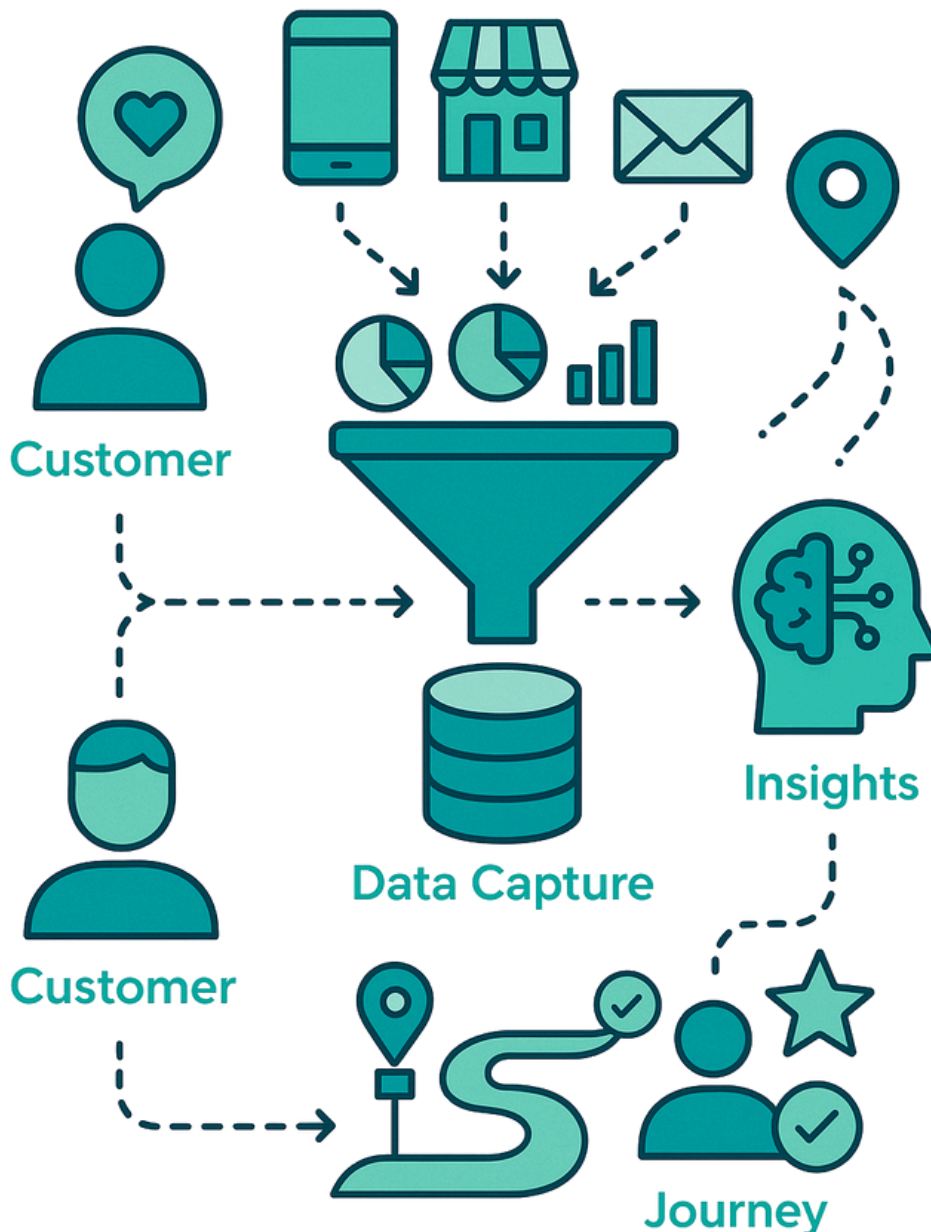
- Zero-party data is highly valuable because it's shared directly by the customer. It allows businesses to create more personalised and relevant marketing, build trust, and strengthen customer relationships. Unlike other data types, it gives clear insight into what customers actually want ([source](#)).

TYPE	SOURCE EXAMPLE	DATA EXAMPLE	ADVANTAGES
<b>FIRST-PARTY DATA</b>	Social media information	Past purchase, most visited product page	High volume, low cost, timely
<b>ZERO-PARTY DATA</b>	Budget Calculator	Deposit, location intent	Accurate and personalised



# Smarter Journeys with Customer Data

As McKinsey highlights, companies with strong omnichannel strategies retain up to 89% of their customers, compared to just 33% for those with weaker strategies ([source](#)). Yet according to Salesforce's 2024 State of Marketing Report, only 32% of marketers are fully satisfied with how they use customer data to create relevant experiences ([source](#)).





This gap highlights an industry-wide issue: the challenge isn't collecting data but using it. Valuable insights often sit in silos, limiting teams' ability to plan cohesive campaigns, personalise experiences, or suppress irrelevant messaging. Fully integrating zero- and first-party data is key to delivering the right message to the right person at the right time.

A 2021 study by BCG and Google found that brands leveraging first-party data can significantly enhance personalisation, improving their ability to predict customer behaviour and increase lifetime value ([source](#)). Deloitte Digital also highlights that, with the decline of third-party cookies, first-party data is key to delivering privacy-compliant, customer-focused experiences ([source](#)). When combined with zero-party data, it offers an even richer view of buyer intent and preferences ([source](#)).

This data should power automated nurture journeys — sequences of messaging and content designed to answer key buyer questions, build trust, and qualify intent.

Automated marketing journeys must respect data protection principles such as data minimisation and purpose limitation. Only data necessary for personalising content should be used, and communications should align with the purposes originally agreed upon by the customer. For example:

- A first-time buyer downloading a 'Help to Buy' guide might enter a nurture flow explaining shared ownership, budgeting tools, and mortgage readiness.





- A downsizer requesting a brochure could be shown case studies of buyers in similar situations.
- Personalised marketing can use buyer estimates to tailor messaging more accurately, such as estimated deposit amounts or timeline expectations.

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According to HubSpot, automated lead nurturing can boost sales conversions by up to 50%, while Forrester reports that well-executed campaigns generate 50% more sales-ready leads at 33% lower cost ([source](#)).

When implemented effectively, this approach increases marketing efficiency, shortens sales cycles, and allows sales teams to focus on warm, conversion-ready prospects.

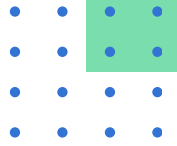
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Housebuilders that leverage advanced PropTech tools to capture and activate zero- and first-party data are well-positioned to deliver a seamless, personalised experience across all key touchpoints. Tools like [Prospect Generator's Budget Calculator](#) and [Shared Ownership Estimator](#) provide buyers with personalised estimates — for example, of deposit requirements or monthly payments — while enabling them to proactively share information that helps qualify them before they reach the sales team.

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Data retention policies should align with GDPR's principle of storage limitation - personal data should only be kept for as long as necessary for the stated purpose. Automated nurture journeys should include mechanisms to remove inactive prospects and respect the withdrawal of consent.

In the next section, we'll look at how [Prospect Generator's](#) PropTech solutions support this process in practice.



# > The Challenge: Ensuring Quality Over Quantity, and How to Leverage PropTech Innovations

We mentioned that almost half of businesses struggle to attract high-quality leads – often reporting that time is wasted on low-quality leads. The way we see it is, there's attracting *interested leads*, then there's attracting *serious, interested leads*, and then there's attracting *eligible, serious, interested leads*.

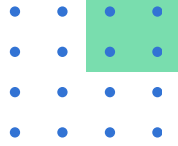
**Marketing teams will inevitably attract them all - and that's the goal.** But in your inbox you only want to send your direct sales team the homebuyers in the final category (eligible, serious, and interested).



**A solution to ensure quality over quantity is to leverage PropTech innovations effectively,** the most popular options being a **Home Valuation Tool**, a **Budget Calculator**, and a **Shared Ownership Estimator**.

These tools integrate into your listing pages and enable prospective homebuyers to analyse their affordability quickly and easily, only leaving their details or requesting a viewing when they're serious, ready to hear from you, and financially ready to buy.

The screenshot shows a web form titled "How much can I spend on my new home?" with the PIPER logo. It includes a progress bar with three stages: "Your finances", "About you", and "Your results". The "About you" stage is active, showing three options for "I am a": "First time buyer", "Current homeowner", and "Investor/Other". Below this is a field for "My available deposit is" with a value of "£ 0". There is a section for "Applicant 1" with fields for "Gross annual income" (including car allowance and/or any bonus) and "Age", both with values of "0". An "Add another applicant" link is visible. A "Next" button is at the bottom right.



# > PropTech Solutions for Lead Generation

## Home Valuation Tool

The target market for homebuilders will always include existing homeowners moving to a bigger property or downsizing. A **Home Valuation Tool** can guide these Interested house hunters to understand what they can afford from your portfolio via:

- A quick assessment – answering key questions about their property
- Getting an online valuation for how much their property is worth
- Giving your marketing team/CRM their details.



### Current Step: Tell us about your property

Postcode\*   Select address\*

Property type\*  Property style\*

Property description\*  Property age\*

Select Conversion property if your home is converted, e.g. barn or church conversion

Tenure\*

Bedrooms\*  Bathrooms\*  Reception rooms\*

Include WC, en suite and bathrooms in total bathroom count Include study/office, living room and dining room

## > Budget Calculator

Budgets and affordability are a huge concern among today's buyers, a factor that can leave them abandoning their search for a new home. Recent research finds that almost half (44%) of first-time buyers will delay moving for one year, while almost a quarter (22%) will park the idea for two years or more when they're worried about their affordability and finances ([source](#)).

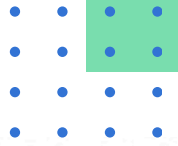
An integrated **Budget Calculator** is a key solution for today's marketers and one of the most helpful tools for potential buyers viewing your properties. It can sway the buyers who can actually afford it to start the process, or guide them to homes they can realistically afford.



It can also send away prospective buyers who aren't yet ready or financially suitable to progress further, leaving your marketing team with only quality, conversion-ready leads to follow up with.

### All your website visitors have to do is:

- Answer a few quick questions
- Receive information on how much they can spend
- Get directed to which of your homes they can afford to buy
- Leave their details to be contacted (optional).



# > Shared Ownership Estimator



Affordability remains a major obstacle for prospective homebuyers, but awareness gaps present a possibly greater challenge for marketing professionals. According to the April 2025 BSA Property Tracker, 67% of first-time buyers identify raising a deposit as their main barrier, while 65% cite mortgage affordability as the most significant challenge ([source](#)).

In terms of awareness of shared ownership, the BSA data does not provide exact figures on public familiarity with the scheme. That said, previous research has highlighted that only around 34% of people surveyed fully understood shared ownership, with a further 44% having heard of it but lacking detailed information, and 18% being entirely unaware of it ([source](#)).

Moreover, approximately 35% of the total respondents expressed an interest in purchasing via shared ownership, which spans multiple age groups and is drawn from earlier studies ([source](#)). Still, the core issue remains: many young buyers are uninformed about this route to home ownership .

The greatest number of shared ownership sales in recent years has been from homeowners in their mid-20s to 30s, with the average age of a shared owner being 33 ([source](#)).

Raising awareness of shared ownership should be a priority in housebuilding marketing teams. A **Shared Ownership Estimator** built into your property pages can help buyers who are unaware of the option to learn more about it and uncover whether it's the step they need to take to buy their home.

65%

of first-time buyers say raising a deposit is the main barrier they face to home ownership.

34%

of people surveyed knew about shared ownership.

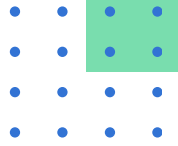
18%

of people surveyed had never heard of shared ownership.



33

THE AVERAGE  
AGE OF A  
SHARED  
OWNERSHIP  
HOMEOWNER



## > Conclusion: How to Market For Tomorrow, Today

The landscape is ever-changing for homebuilder marketing teams in the UK, and the solutions are to prioritise digital marketing, online education, and curating a one-stop-shop for homebuyers visiting your listing pages.

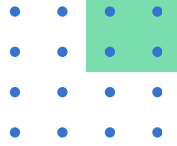
To keep your marketing solutions on budget and demand on your frontline sales staff successfully managed, it's crucial to leverage the online resources available – from content to PropTech solutions.

Digital tools, including PropTech solutions, support your sales team to generate new leads and focus their valuable one-on-one time with conversion-ready prospects who are willing to take the next step.

Discover how **Prospect Generator** helps UK homebuilders qualify, convert, and manage leads more effectively. **Book a demo** to see our tools in action or learn more about our lead generation and digital solutions built for the housing sector.

**BOOK A DEMO**





## Client Testimonials



*"The **Budget Calculator** and **Home Valuation Tool** have allowed us to gain warm and qualified leads that we have a good understanding of, to then nurture through our own sales process, with excellent results.'*

*—Gemma Smith, Managing Director*



*I saw a 20% uptake in lead generation from the sales lead campaigns using the **Budget Calculator** – Prospect Generator leads account for around half of my monthly leads.*

*—Louise Macrae, Regional Marketing Manager*



*'We get an excellent volume of quality leads each month at a cost per lead that is excellent.*

*They provide us with in-depth, detailed buyer profiling on our development/plot activity on our website, which helps us fine-tune our online marketing to the right locations'.*

*—Jason Glover, Operations Director,*



NOVEMBER 2025

# Thank You

## Meet the Prospect Generator Team



**Peter Sherrard**  
*Founder & Managing Director*



**Anthony Gray**  
*Commercial Director*



**Kelly Jones**  
*National Sales Manager*



**Carol Smith**  
*Business Development & Key Account Manager*



**Dr. Matt Morton**  
*Head of Data & Statistics*



**Marius de Villiers**  
*Development Lead*



**Simon Hinks**  
*Data Protection Officer*

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