



## Builder Mystery Shop & Community Experience Evaluation

---

Site Visit Date: June 5, 2026

10

Builders Shopped

8/10

Community Score

4.1

Community Avg

2.9

Builder Avg

# What's inside this report

01

## Builder Mystery Shop

10 model home visits scored across 10 sales-experience categories

02

## Community Experience Evaluation

A buyer's-eye view of the community itself — arrival, signage, amenities, and overall feel

03

## Recommendations

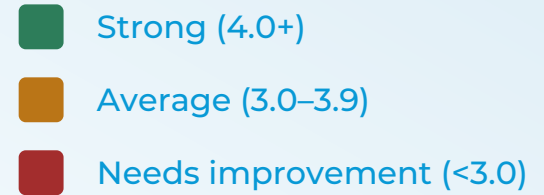
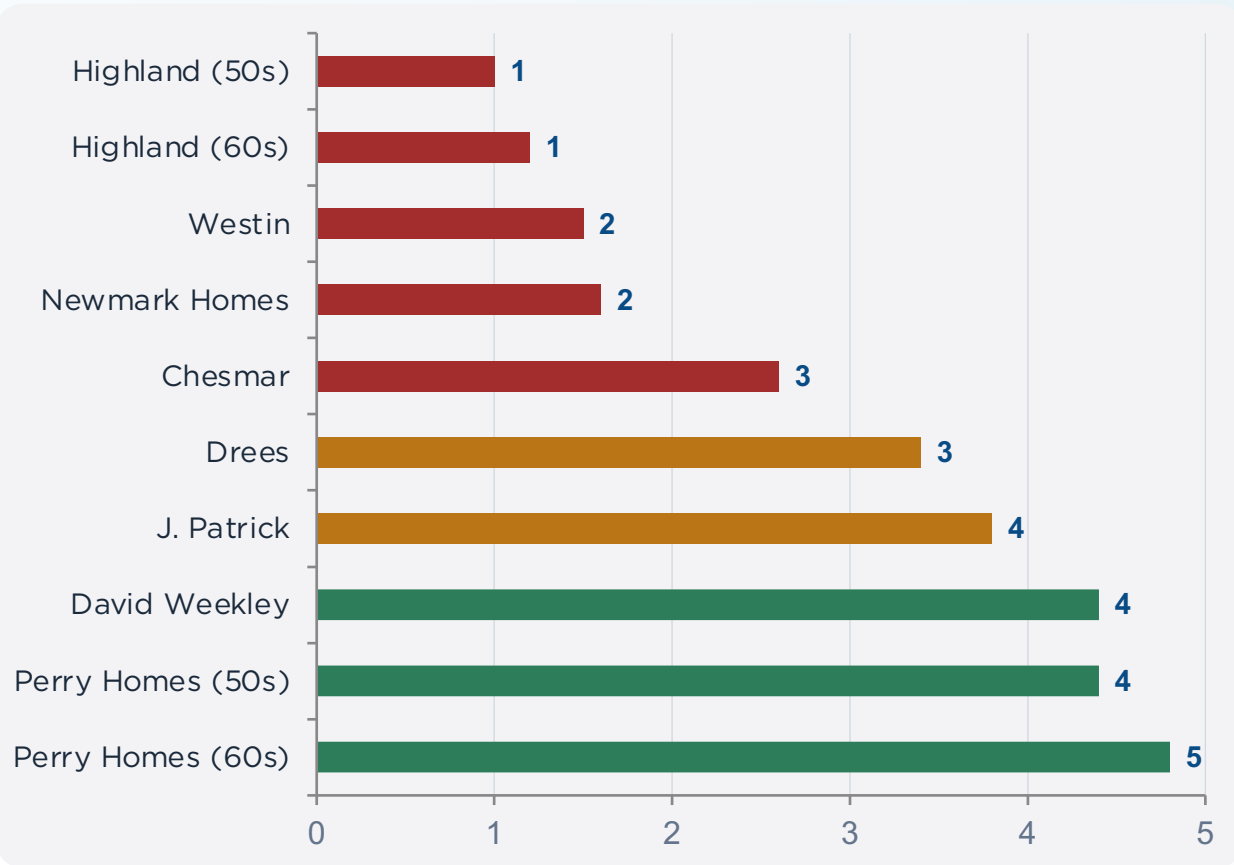
Prioritized action items for both builder coaching and community-level improvements

PART ONE

# Builder Mystery Shop

10 model homes · 10 sales-experience categories · June 5, 2026

# Builder Rankings — Overall Average Score



## Key Insight

Perry Homes had the two strongest visits of the day. Highland Homes had the two weakest — both models were unstaffed.



# Top Performers

## 1st — Perry Homes (60s)

Salesperson James

Avg Score 4.8 / 5.0

Shopper notes

Greeted immediately. Offered water. Strong product knowledge across all categories. Only lost 1 point on follow-up.

## 2nd — Perry Homes (50s)

Salesperson Shariq

Avg Score 4.4 / 5.0

Shopper notes

Proactive greeting. Asked qualifying questions before giving community details. Missed only on follow-up mention.

## 3rd — David Weekley

Salesperson Lexi

Avg Score 4.4 / 5.0

Shopper notes

Greeted despite managing multiple guests simultaneously. Strong across the board with full marks on product knowledge and listening.

# Needs Attention

Highland Homes (50s) · No salesperson present

Avg:  
1.0

Visited at 1:00 PM — no one in the model. Returned at 4:45 PM — still no one. A second family also walked away unassisted. Every category scored 1.

→ Immediately address staffing schedule — direct loss of buyer traffic.

Highland Homes (60s) · Unstaffed + minimal engagement

Avg:  
1.2

No one present at initial 12:45 PM visit. Returned at 2:08 PM; total interaction lasted only 4 min 30 sec.

→ Review engagement approach — a sub-5-minute interaction is not a sales visit.

Newmark Homes · Salesperson departed

Avg:  
1.6

Kolton was leaving as the shopper arrived.

→ Establish coverage protocols so no model is left unattended.

Westin · Greeted, then disengaged

Avg:  
1.5

Jayden greeted the shopper, pointed to collateral, then returned to her office with no further interaction.

→ Missed conversion opportunity — needs sales coaching.

Part 2

# Community Experience Evaluation

A prospective buyer's first impression of Grange

# Community Experience — Overall Score



Overall Community Score



Would Recommend Visiting?

Yes — "presents itself well, with a clean and maintained appearance, attractive landscaping, and a clear vision for future amenities."

Visit Conditions

June 5, 2026 · 12:30 PM · Rainy

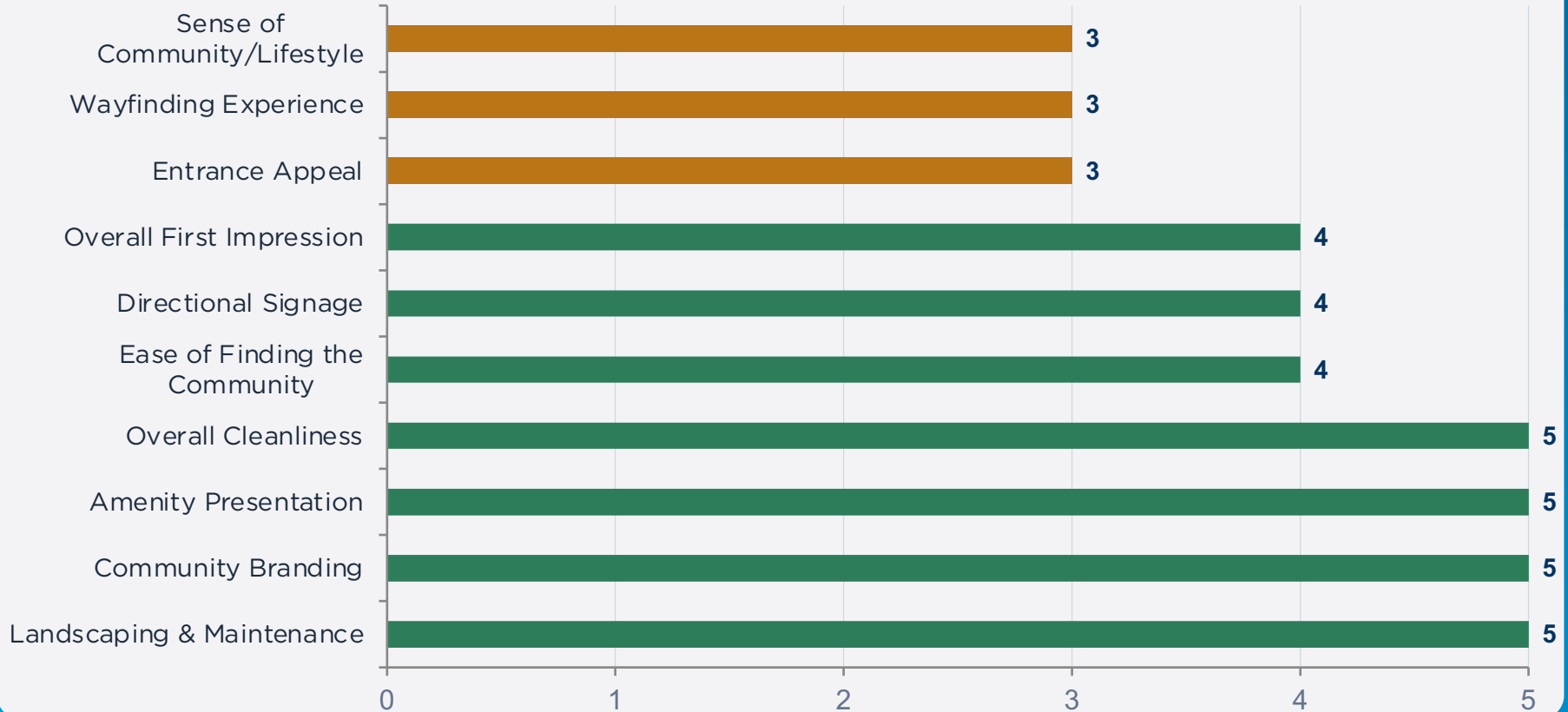
Evaluated despite rainy conditions and active construction — a stress-test of the community's first impression.

Category Average

4.1 / 5.0

across 10 experience categories

# Community Experience — Category Ratings



# Arrival & Wayfinding

---

First impressions of the community on arrival

## Arrival Experience

The community presents a clean, well-maintained appearance upon arrival. Monument signage was easy to read and enhanced by attractive landscaping. Despite ongoing construction activity, the area felt organized and well kept.

## Signage & Wayfinding

Ample directional signage made it easy to navigate to model homes. However, some signs were partially obstructed by construction materials. Entering through the rear entrance, the shopper nearly missed the main roadway – builder signs for Highland Homes & Drees were small and positioned low to the ground.

### ⚠ Action item

Raise/enlarge builder signage at the rear entrance (Highland Homes & Drees) and relocate signage currently obstructed by construction materials.

# Landscaping, Amenities & Branding



## Landscaping & Appearance

5.0 / 5

Well maintained and contributes to a clean, polished appearance throughout the community.



## Amenity Presentation

5.0 / 5

The playground and "porch park" created a welcoming feel. The billboard-style Hometown Hub display effectively communicates the community's long-term vision.



## Branding & Marketing

5.0 / 5

Branding is consistent throughout the development. Signage and marketing materials create a cohesive identity that supports the buyer journey.

# Traffic Flow & Community Vibe

## Traffic Flow & Accessibility

The community was easy to navigate, with clear roadways and logical traffic flow between entrances, model homes, and amenity areas. While construction activity is present in some areas, access throughout the community remained straightforward and well organized.

4 / 5

## Community Personality / Vibe

The community feels welcoming, family-friendly, and thoughtfully planned. While active construction is underway, the overall atmosphere is clean, organized, and focused on creating a strong sense of place for future residents.

3 / 5

# What stood out & areas for improvement

## ✓ Most Impressive

The level of upkeep throughout the community stood out, especially considering ongoing development. The landscaping, model home area, and future Hometown Hub signage created a strong impression of the community's long-term vision.

---

### Photos taken:

- Community entrance sign & landscaping
- Park across from the models
- Hometown Hub rendering/signage
- Examples of directional signage

## △ Opportunity for Improvement

Some directional signage was partially obstructed by construction materials, creating clutter in certain areas. Builder signs at the rear entrance (leading to the main road) were also easy to overlook due to their size and low placement.

---

### Recommended fix:

Clear construction debris from sightlines around existing signage, and upsize/reposition rear-entrance builder signage for visibility from the main road.

# Recommendations

Urgent

Address Highland Homes staffing immediately

Both models were effectively unstaffed during business hours — a direct revenue loss. Establish coverage schedules with the builder.

High

Coach Westin & Newmark on engagement

Both salespeople were present but failed to engage buyers beyond a greeting. Structured training on discovery and follow-through is needed.

High

Fix rear-entrance signage at Highland Homes & Drees

Small, low-placed builder signs made the main roadway easy to miss. Clear construction debris and upsize signage for visibility.

Medium

Reinforce follow-up as a standard close

Multiple builders scored a 1 on 'Mentioned Follow-Up.' Collecting contact info and setting next steps should be non-negotiable.

Medium

Leverage Perry Homes & community strengths as benchmarks

Perry Homes (60s) scored 4.8, and the community's landscaping, branding, and amenities all scored a perfect 5 — strong assets to spotlight in marketing.

# Thank You

Prepared for Grange by Blue Sky Marketing

Questions about this report? Reach out to your dedicated Blue Sky Marketing Brand Manager, Courtney Evans.