



The downturn marketing checklist

For builders and developers.

OCTOBER 2026

BEFORE YOU SPEND MORE ON ADS

- ☐ **Every page your ads lead to shows a price, or a "from" price.**
Buyers compare builders before they call. If your page has no price, they'll call a builder whose page does.
- ☐ **Your offer suits a buyer who's worried about finance.**
A fixed price, help with the deposit or a finance partner they can talk to gives a cautious buyer a reason to enquire now.
- ☐ **Someone calls every new enquiry back as soon as it comes in.**
Speed decides who wins the sale. A 2026 study of 939 companies found leads contacted within five minutes closed at 32%, against 12% for leads left more than a day (Optifai, B2B sales data).
- ☐ **Your sales team knows how many people who enquired last month they never managed to speak to.**
Ask them. If a lot of people fill in your form and then never answer the phone, more ads won't fix it. Try asking for the best time to call, or offering to reply by text or email.
- ☐ **You know what your marketing costs per signed contract, not just per enquiry.**
Ask your marketing team or agency for this number, plus three more: the share of website visitors who enquire, enquiries who get a quote, and quotes that become signed contracts. Those three show where buyers drop out. Cheap enquiries that never sign aren't cheap.

KEEP YOUR NAME IN FRONT OF NEXT YEAR'S BUYERS

- ☐ **You've set a minimum monthly spend on ads that reach people who aren't ready to buy yet, and written it down.**
These are your video, social and display ads. Buyers pick their shortlist of builders while they're still researching, months before they visit a display home. A written minimum stops one slow month from wiping it out.
- ☐ **You stay in touch with everyone who's enquired in the past year.**
Send them new designs, new releases and price changes by email. They're the closest buyers you have when confidence comes back.
- ☐ **Sold-out and upcoming releases have a "register your interest" page.**
Buyers who miss out on one release can still find you, and you keep their details for the next one.

GET READY FOR WHEN THE MARKET PICKS UP

- ☐ **You've decided how much you'll add to your marketing budget when interest rates start to fall, and where it will go.**
Builders who wait until enquiries recover start spending at the same time as everyone else, and pay more for it.
- ☐ **If you sell new builds to investors, your ads and website tell them about the Budget's negative gearing changes.**
The May 2026 Budget announced limits on negative gearing for established homes, with eligible new builds exempt. Have your accountant check the wording before it goes live.