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The Southern Nevada Home Builders Association recently marked the 1st anniversary of the “Start Fresh Buy New Las Vegas” online marketing campaign designed to help local Realtors and potential homebuyers navigate the dilemma of deciding whether to purchase a newly constructed home or a resale home.

The campaign, based at the website, www.BuyNewHomesLV.com, provides information about the long-term cost comparisons and benefits to consider before buying any home.

Since the launch in July 2016, the website has attracted more than 43,000 users; 61,300 sessions; 64,600 page views; with an average visitor duration of six minutes. The association is pleased that this campaign has been such a success.

When it comes to weighing the financial benefits of a new home versus an existing home, Realtors and buyers should consider more than just the sales’ price, and they’re finding that information at www.BuyNewHomesLV.com.

A lot of people think new homes are more expensive than a resale home because they just compare sales’ prices. But if they continue to do the math, they’ll discover there’s much more to factor than just sales’ prices – not just in the cost savings on monthly utility bills and home repairs/remodeling, but also in lifestyle benefits, too. The owner of a newly constructed home gets to spend considerably more time enjoying that new home than the purchaser of a resale home who may be making numerous visits to the nearby home improvement center for projects that need to be done around the house.

Lifestyle benefits are huge. Everything in the house is new – all the systems, appliances and materials, from the start. Buyers enjoy long-term warranty protection and years of low-maintenance living. With a new home, buyers choose their neighborhood and floorplan, and personalize the home to their own taste. And new communities offer amenities that older ones don’t include, from new shopping and dining centers to new schools and state-of-the-art recreation facilities.

The “Start Fresh Buy New” education campaign was created by Builders Digital Experience and NewHomeSource.com on behalf of the residential construction industry to inform Realtors and the public about the many advantages of newly built homes. SNHBA’s Sales and Marketing Committee partnered with BDX to develop the local version of the program.

About SNHBA

The Southern Nevada Home Builders Association is dedicated to enhancing the quality of life by meeting the housing and community development needs of Southern Nevada. Founded in 1953 by 12 local homebuilders and incorporated with the State in 1954, the Southern Nevada Home Builders Association ranks as the oldest and largest local trade organization representing the residential construction industry in Nevada. It has 400 members, working in all facets of the homebuilding industry. For more information, visit www.snhba.com.