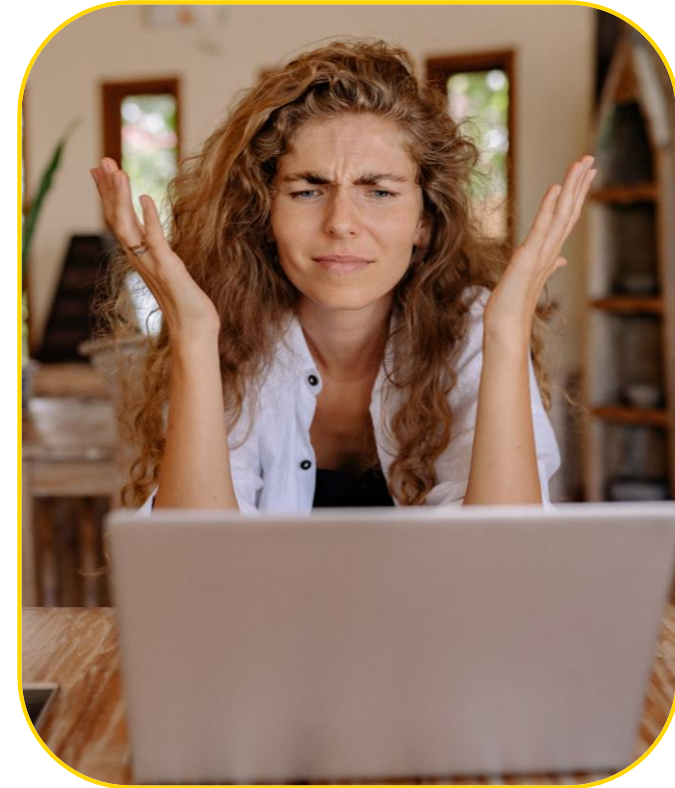
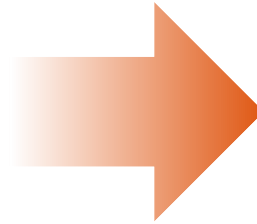


Messaging That Connects

Bridging the Gap Between Insights and
Creative Action with Behavioral Science



How many people have struggled to bridge the gap between insights and creative ideas?





Every marketing team faces challenges with the Insight → Idea hand-off

The result: Creative messaging that fails to connect



The State of the Homebuying Industry



From no inventory to no buyers in 1 month



Rising mortgage rates and inflationary pressure



Increasing home prices



Extreme market volatility



Competitive market dynamics: home prices, incentives, offers

Deep insights captured through qualitative and quantitative research

**Market Conditions:
Uncertainty,
Volatility**



**High Interest Rates,
Higher Prices,
Affordability
Concerns**



**Complex New
Home Buying
Process**



Barriers to Purchase: People are worried about market uncertainty and volatility, and fearful that their dream home will not be affordable in this environment.

Emotional Barriers



Stress



Worry



Anxiety

Rational Barriers



Uncertainty



Volatility



Affordability

INSIGHT-DRIVEN IDEA: Provide certainty and increased affordability through an **Interest Rate Lock** program.

Goal:

Create a compelling marketing campaign that addresses **fear, uncertainty, and encourages confidence** in the home buying process.

- 1 Generate awareness and understanding of the program
- 2 Reduce cancellations among current customers
- 3 Drive interest and sales among prospects

Fall Back in Love with Homebuying!



If high interest rates are a turn-off, we want to help!

Fall back in love with the idea of a home home. And not just any new home, but the ideal one for you and your family! Woodside Homes is committed to helping you find that home, and we're excited to offer our Interest Rate Roll-back Program. This program turns back the clock six months and guarantees a 4.99% interest rate for qualified home buyers. Plus, if rates drop within the next two years, we'll help you refinance for free!

The dream of homeownership is back on the table! Get in touch today and take advantage of this incredible opportunity!

[Learn More](#)



The Door is Open Again!

Before signing a contract, lock in your:

- Interest Rate
- Monthly Mortgage amount
- Refinance Options down the road

[Contact Us](#)

Rising Rates Got You Down?



Don't lose hope! Lock in a 4.99% interest rate today!

Enjoy a lower interest rate now! Woodside Homes is committed to helping you find your ideal home, and we're excited to offer our Interest Rate Roll-back Program. This program turns back the clock six months and guarantees a 4.99% interest rate for qualified home buyers. Plus, if rates drop within the next two years, we'll help you refinance for free!

Your new home dream is possible. Get in touch today and take advantage of this incredible opportunity!

[Learn More](#)



The Door is Open

Before signing a contract, lock in your:

- Interest Rate
- Monthly Mortgage amount
- Refinance Options down the road

[Contact Us](#)

Don't miss out - lock in your low interest rate today!



Your future self will thank you 🙌

We are committed to helping you find your ideal home, and we are thrilled to offer our Interest Rate Roll-back Program. With this program, qualified home buyers can enjoy a 4.99% interest rate on their purchase – a fantastic opportunity to save money! Not only is your rate guaranteed with this program, but you'll also have the option to refinance for free if rates drop within the next two years.

Contact one of our Online Sales Professionals today for more information about this incredible offer and eligible homes!

[Learn More](#)



Before signing a contract, lock in your:

- Interest Rate
- Monthly Mortgage amount
- Refinance Options down the road

[Contact Us](#)

Creative Email #1

Fall Back in Love with Homebuying!

If high interest rates are a turn-off, we **want to help!**

Fall back in love with the idea of a home. And not just any new home, but the **ideal one** for you and your family! Woodside Homes is committed to helping you find that home, and we're excited to offer our Interest Rate Roll-back Program. This program turns back the clock six months and **guarantees** a 4.99% interest rate for qualified home buyers. Plus, if rates drop within the next two years, we'll help you refinance for free!

The **dream of homeownership is back on the table!** Get in touch today and take advantage of this incredible opportunity!

Fall Back in Love with Homebuying



Email Theme: Finding your dream home



Incremental decisions leading away from "Aha! Insight!"

Creative Email #2

Rates **Got You Down?**

Don't lose hope! Lock in a 4.99% interest rate today!

Enjoy a lower interest rate now! Woodside Homes is committed to helping you find your **ideal home**, and we're excited to offer our Interest Rate Roll-back Program. This Program turns back the clock six months and **guarantees** a 4.99% interest rate for qualified home buyers. Plus, if rates drop within the next two years we'll help you refinance for free!

Your new home dream is possible. Get in touch today and take advantage of this incredible opportunity.

Rising Rates Got You Down?



Email Theme: Hope



Incremental decisions leading away from "Aha! Insight!"

Creative Email #3

Don't miss out – lock in your low interest rate today!

Your future self will thank you.

We are committed to helping you find your ideal home, and we are thrilled to offer our Interest Rate Roll-back Program. With this program, qualified home buyers can enjoy a 4.99% interest rate on their purchase – a fantastic opportunity **to save money!** Not only is **your rate guaranteed** with this program, but you'll also have the option to refinance for **free** if rates drop within the next two years.

Contact one of our Online Sales Professionals today for more information about this incredible offer and eligible homes!

Don't miss out – lock in your low interest rate today!



Email Theme: Certainty, Affordability



Not perfectly speaking to innate drivers/barriers of customer's decisions.

Decision heuristics science was used as a **unifying tool** to bridge the gap from insights to creative

- Decision heuristic = Mental shortcut used to make decisions
- **>95% of decisions made with heuristics**
- **EXPLAIN** hidden drivers/barriers of customer decisions
- **INFLUENCE** customers through messaging



Applying **Optimism Bias** to understand the home buyer



What is Optimism Bias?

- We can be too hopeful in our expectations and expect the future to be better than the past



How does it influence everyday decisions?

- Health issues, saving for retirement, texting and driving, etc.



How does it influence home buying decisions?

- Buying a home that one can't afford & expecting home values to rise as much in the future as they have in the past

Decision heuristics science-driven email

Interest Rates Are Up - But Not for You!

30-Year Fixed
4.99% Interest Rate*
(5.206% APR)

Learn More

Your ideal home is within reach

With Woodside Homes' Interest Rate Roll-back Program, you can lock in your:

- Interest rate
- Monthly mortgage amount
- Refinancing options further down the road*

The market may be uncertain, but your rates don't have to be. Reach out to a Woodside Homes Sales Professional to get started!

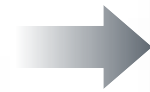
Let's Talk



Optimism Bias



Optimism Bias



Optimism Bias

Using Optimism Bias led to creative messaging that connected more with customers



01



- Fall back in love
- We want to help
- Dream of ownership is back on the table

02



- Rates got you down
- Don't lose hope
- Your new dream home is possible

03



- Don't miss out
- Your future self will thank you
- Fantastic opportunity to save money

04



- Interest rates are up – but not for you
- Market may be uncertain, but your rates don't have to be

Heuristics-based messaging produced strong results in market research and in market



Open Rate

30%



Click-Through Rate

3%+



Sales

24%



Neuroscience Metrics

4/4

Woodside Homes plans to use decision heuristics science in ALL communications



Thank You!



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