THE TROCHILIDAE GROUP
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Builder Partnerships resource - launch preparation

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RESOURCE 02

# Spec Home Launch Checklist

A pre-launch framework for completed or near-completion homes that need more than a basic listing.

A listing places the home in the market. A launch prepares the market to understand the home. This checklist helps align the product, the facts, the media, the agent outreach, and the follow-up plan before the home goes live.

## Launch timeline

| Timing | What to do |
|---|---|
| **21-14 days before launch** | Confirm price strategy, completion status, incentive options, included items, warranty details, utility status, and approval contacts. Schedule photography, video, or other media. |
| **14-7 days before launch** | Complete high-impact punch-list items, curb appeal, cleaning, lighting, staging readiness, signage plan, and showing access. |
| **7-3 days before launch** | Draft MLS language, verify property fields, build the buyer FAQ, prepare the feature sheet, finalize photos and clips, and assemble broker outreach materials. |
| **Launch week** | Activate MLS, publish website and social assets, begin agent outreach, distribute the resource packet, and coordinate any broker preview or open house. |
| **First two weeks live** | Track online engagement, showings, recurring questions, pricing resistance, and agent feedback. Adjust positioning before attention fades. |

# Verify before publishing

- Accurate price, square footage, plan details, completion date, included items, and warranty information.
- Estimated taxes, HOA or POA dues, MUD or PID context, and any recurring cost information that affects monthly ownership.
- Insurance or flood-zone context if buyers are likely to ask about it.
- Showing instructions, access method, buyer-agent compensation language as allowed by current MLS and brokerage rules, and any required disclosures.

# Recommended launch assets

- MLS photo set and remarks that explain the buyer fit, not just the features.
- Short-form walkthrough video or reel that makes the layout and finish story easy to understand.
- Location explainer covering access, commute anchors, schools, amenities, and neighborhood direction.
- One-page FAQ addressing taxes, insurance, completion timing, included items, and next steps.

# Why this matters now

NAHB reported that elevated mortgage rates, buyers waiting for prices or rates to decline, developed-lot availability, and negative media making buyers cautious were serious builder challenges going into 2026. Buyers and agents are still active, but stronger context can help reduce hesitation.

# Verification resources

Use official or primary sources when a claim affects price, risk, cost of ownership, financing, or buyer expectations.

- **NAHB builder challenge data:** https://www.nahb.org/blog/2026/02/builders-top-concerns-2026 - builder concerns around rates, buyer hesitation, lots, and media conditions
- **NAR buyer research:** https://www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers - buyer affordability and market conditions
- **FEMA Map Service Center:** https://msc.fema.gov/portal/home - FEMA flood-map review
- **Texas Department of Insurance:** https://www.tdi.texas.gov/tips/homeowners-insurance-guide.html - home-insurance consumer guidance

**Next step:** For a builder listing consultation or to submit a home, lot, or project, scan the QR code or visit https://www.thetrochilidae.com/builder-partnerships.