Homebuilders and Building Products

Homebuilder web traffic improves sequentially in December

Industry Overview

Homebuilder web traffic: Dec +31% YoY, +138% vs. 2019

We track homebuilder monthly web traffic as a proxy for homebuying interest at public builders. Online search is typically an early step in the homebuying process. In December 2023, web traffic to public homebuilder websites in aggregate increased 31% YoY (up 17% MoM) and +138% compared to December 2019. In 4Q23, web traffic is up 20% YoY compared to +13% growth in 3Q23. Importantly, homebuilder web traffic remains strong while overall searches for potential homebuyers including "homes for sale" and "real estate broker" remain below 5-year averages.

Strongest YoY web traffic: DHI +70%, LEN +58%

On a YoY basis, the strongest web traffic by homebuilder in December was DR Horton, up +70% YoY and +128% vs. December 2019. Lennar rose +58% YoY and +199% vs. 2019. In 4Q23, DR Horton also had the strongest YoY web traffic, up +45% vs. 4Q22.

Weakest YoY web traffic: NVR (46%), KBH (15%)

In December, NVR had the weakest web traffic on a YoY basis, down (46%) YoY and (43%) vs. December 2019. KB Homes declined (15%) YoY but was up +140% vs. December 2019. In 4Q23, KB Homes had the weakest web traffic, down (30%) vs. 4Q22.

Exhibit 1: Aggregated web traffic, Y/Y

December homebuilder web traffic is increasing MoMand YoY

Monthly YoY Web Traffic Trend	Jul.	Aug.	Sep.	Q3	Oct.	Nov.	Dec.	Q4	Δ*
Total Homebuilders	23%	9%	8%	13%	19%	10%	31%	20%	↑
drhorton.com	47%	27%	34%	36%	28%	38%	70%	45%	↑
tollbrothers.com	6%	7%	-12%	0%	14%	0%	8%	8%	↑
kbhome.com	-23%	-15%	-21%	-20%	-34%	-37%	-15%	-30%	\downarrow
lennar.com	47%	14%	26%	28%	43%	30%	58%	43%	↑
pulte.com	13%	19%	13%	15%	24%	1%	29%	17%	1
dreamfindershomes.com	151%	113%	23%	90%	24%	-4%	24%	14%	\downarrow
centex.com	-15%	-40%	-16%	-25%	28%	-10%	5%	7%	1
nvrinc.com	-39%	-24%	-26%	-30%	0%	-15%	-46%	-20%	1
ryanhomes.com	17%	0%	-6%	3%	-4%	-12%	14%	-1%	\downarrow
lgihomes.com	56%	-5%	-2%	11%	20%	20%	-6%	11%	=
Monthly vs 2019 Web Traffic Trend	Jul.	Aug.	Sep.	Q3	Oct.	Nov.	Dec.	Q4	Δ*
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Total Homebuilders	78%	104%	108%	96%	117%	109%	138%	121%	<u>Δ</u>
_									↑ ↓
Total Homebuilders	78%	104%	108%	96%	117%	109%	138%	121%	↑
Total Homebuilders drhorton.com	78% 120%	104% 122%	108% 106% 68% 170%	96% 116% 57% 159%	117% 92%	109% 113%	138% 128% 78% 140%	121% 112%	$\uparrow \\ \downarrow \\ \uparrow \\ \downarrow$
Total Homebuilders drhorton.com tollbrothers.com	78% 120% 36%	104% 122% 74%	108% 106% 68%	96% 116% 57%	117% 92% 86%	109% 113% 66%	138% 128% 78%	121% 112% 77%	↑ → ↑ → ↑
Total Homebuilders drhorton.com tollbrothers.com kbhome.com lennar.com pulte.com	78% 120% 36% 132%	104% 122% 74% 178%	108% 106% 68% 170%	96% 116% 57% 159% 97% 205%	117% 92% 86% 142% 156% 252%	109% 113% 66% 78% 162% 165%	138% 128% 78% 140%	121% 112% 77% 119%	$\uparrow \\ \downarrow \\ \uparrow \\ \downarrow$
Total Homebuilders drhorton.com tollbrothers.com kbhome.com lennar.com	78% 120% 36% 132% 71%	104% 122% 74% 178% 96%	108% 106% 68% 170% 133%	96% 116% 57% 159% 97%	117% 92% 86% 142% 156%	109% 113% 66% 78% 162%	138% 128% 78% 140% 199%	121% 112% 77% 119% 172%	↑ → ↑ → ↑
Total Homebuilders drhorton.com tollbrothers.com kbhome.com lennar.com pulte.com	78% 120% 36% 132% 71% 166%	104% 122% 74% 178% 96% 235%	108% 106% 68% 170% 133% 218%	96% 116% 57% 159% 97% 205%	117% 92% 86% 142% 156% 252%	109% 113% 66% 78% 162% 165%	138% 128% 78% 140% 199% 233%	121% 112% 77% 119% 172% 214%	↑ → ↑ → ↑
Total Homebuilders drhorton.com tollbrothers.com kbhome.com lennar.com pulte.com dreamfindershomes.com	78% 120% 36% 132% 71% 166% 392% 377% -1%	104% 122% 74% 178% 96% 235% 436% 369% -12%	108% 106% 68% 170% 133% 218% 484% 413% -30%	96% 116% 57% 159% 97% 205% 429% 387% -16%	117% 92% 86% 142% 156% 252% 411%	109% 113% 66% 78% 162% 165% 228%	138% 128% 78% 140% 199% 233% 245% 516% -43%	121% 112% 77% 119% 172% 214% 291% 525% -17%	↑ → ↑ → ↑
Total Homebuilders drhorton.com tollbrothers.com kbhome.com lennar.com pulte.com dreamfindershomes.com centex.com	78% 120% 36% 132% 71% 166% 392% 377%	104% 122% 74% 178% 96% 235% 436% 369%	108% 106% 68% 170% 133% 218% 484% 413%	96% 116% 57% 159% 97% 205% 429% 387%	117% 92% 86% 142% 156% 252% 411% 720%	109% 113% 66% 78% 162% 165% 228% 374%	138% 128% 78% 140% 199% 233% 245% 516%	121% 112% 77% 119% 172% 214% 291% 525%	↑ → ↑ → ↑

Source: BofA Global Research, SimilarWeb, * ∆ in QoQ trend vs. prior quarter

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Google Trends: Key search terms flat and down YoY

Key search terms for potential homebuyers including "homes for sale", "new homes for sale" and "real estate broker" were below the 5-yr averages in December. On a YoY basis, the trailing 4-week average of the three key search terms were down (5%), down (13%) and flat, respectively.

Exhibit 2: Google trends are still below 5 year average

Google search trends are below COVID levels and down YoY in December



Source: BofA Global Research, Google Trends Note: Data through December 24th 2023

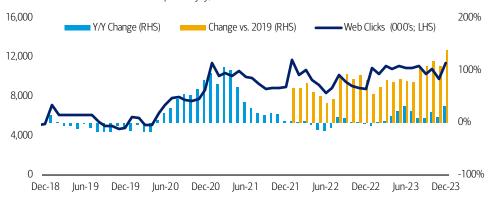
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Aggregated homebuilder web traffic

In December 2023, web traffic to public homebuilder websites in aggregate rose 16.5% MoM vs. November 2023. December web traffic increased 31% YoY and was up 138% compared to December 2019. In 4Q23, aggregated web traffic was down (1%) vs. 3Q23, but up +20% vs. 4Q22.

Exhibit 3: Aggregated web traffic

December homebuilder web traffic up 31% y/y, +138% vs. December 2019



Source: BofA Global Research, SimilarWeb

Note: Combined web traffic for DHI, KBH, LEN, PHM, TOL, DFH, Centex, NVR, LGIH & Ryan Homes. Most recent data through December 2023.

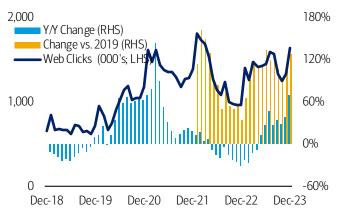
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Web traffic by homebuilder

Exhibit 4: drhorton.com web clicks

DHI web traffic +70% y/y in December, +128% vs. December 2019

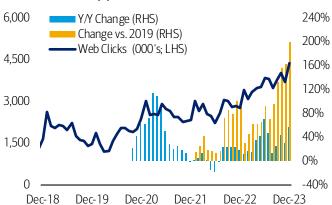


Source: BofA Global Research, SimilarWeb Most recent data point through December 2023.

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Exhibit 6: Lennar.com web clicks

LEN web traffic +58% y/y in December, +199% vs. December 2019

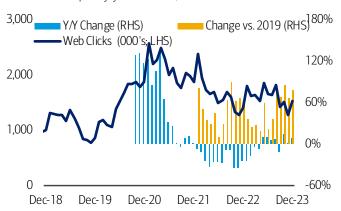


Source: BofA Global Research, SimilarWeb Most recent data point through December 2023.

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Exhibit 8: Tollbrothers.com web clicks

TOL web traffic up 8% y/y in December, +78% vs. December 2019

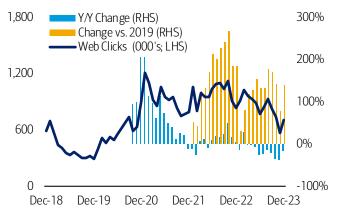


Source: BofA Global Research, SimilarWeb Most recent data point through December 2023.

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Exhibit 5: Kbhome.com web clicks

KBH web traffic down (15%) y/y in December, +140% vs. December 2019

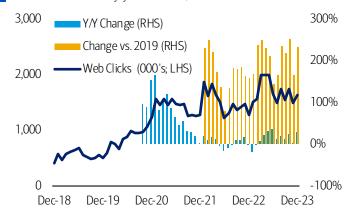


Source: BofA Global Research, SimilarWeb Most recent data point through December 2023.

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Exhibit 7: Pulte.com web clicks

PHM web traffic +29% y/y in December, +233% vs. December 2019

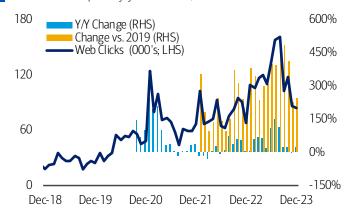


Source: BofA Global Research, SimilarWeb Most recent data point through December 2023.

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Exhibit 9: Dreamfinders.com web clicks

DFH web traffic up 24% y/y in December, +245% vs. December 2019



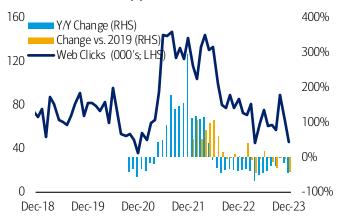
Source: BofA Global Research, SimilarWeb Most recent data point through December 2023.

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Exhibit 10: Nvrinc.com web clicks

NVR web traffic down (46%) y/y in December, (43%) vs. December 2019

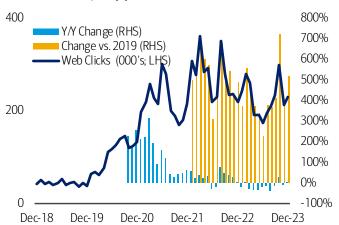


Source: BofA Global Research, SimilarWeb Most recent data point through December 2023.

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Exhibit 12: Centex.com web clicks

Centex web traffic up 5% y/y in December, +516% vs. December 2019

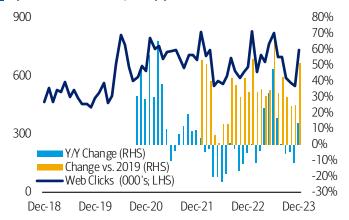


Source: BofA Global Research, SimilarWeb Most recent data point through December 2023.

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Exhibit 11: Ryanhomes.com web clicks

Ryan Homes web traffic up 14% y/y in December, +52% vs. December 2019

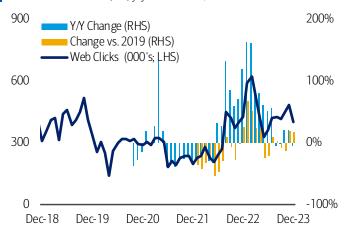


Source: BofA Global Research, SimilarWeb Most recent data point through December 2023.

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Exhibit 13: Igihomes.com web clicks

LGIH web traffic down (6%) y/y in December, +18% vs. December 2019



Source: BofA Global Research, SimilarWeb Most recent data point through December 2023.

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