

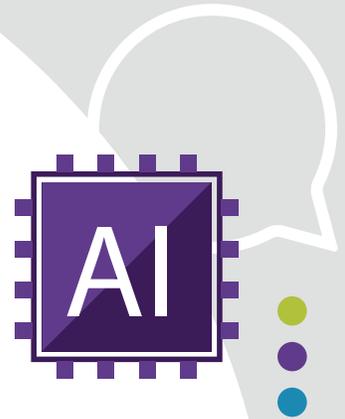


# THE RHOADS REPORT

Defining **What's Next** in  
Homebuilder Marketing

# 2026

## The Year Homebuilder Marketing Gets Rewritten by AI, Search, and Social Shift



2026 will mark a turning point in digital marketing for homebuilders.

**Buyer behavior is changing faster than ever — and so are the tools that shape it.** From Google's AI-driven search results to social platforms evolving into search engines themselves, the digital landscape is no longer just about generating clicks. It's about being seen, being trusted, and being discovered early in the buyer's journey.

At Rhoads Creative, we've analyzed platform data, ad performance across dozens of builders, and the early signals shaping what's next. The insights below highlight five defining shifts that will change how builders attract, nurture, and convert buyers in 2026 — and how to turn those changes into opportunity.

# #1

## Google AI Overviews Redefine SEO Success

Google's latest AI Overviews are transforming SEO strategies. Instead of focusing on ranking for clicks, creators now compete to be featured in AI-generated responses, where visibility equates to success. Currently, over 25% of searches display an AI Overview, and Google aims to increase this to 50% by 2026.

**Over 25% of searches have an AI Overview, and Google plans to double that share in 2026**

### Takeaway:

As users turn more to AI summaries instead of traditional search results, creators must produce much more. This content should be creative, topical, factual, and well-structured, showcasing these qualities to be recognized by Google's algorithms as authoritative sources.



## ● ● #2

## ● TikTok Emerges as the Next-Gen Search Engine

TikTok is increasingly the main platform for discovery rather than just entertainment. More than 57% of users rely on it as a search tool, with younger buyers turning to videos to explore home design, neighborhoods, and builder reputations instead of using Google.

Builders who actively use TikTok by creating and sharing content have often seen as much as 10% of their sales originate from the platform.

### Takeaway:

Start treating TikTok as a genuine marketing platform. If you haven't created a corporate profile, do it now, and if you haven't started posting, begin today. It will only continue to grow, and you don't want to be left behind.

# #3

## Meta Ads Make a Comeback for Builders

After years of limitations, Facebook and Instagram ads are now effective again for builders. Meta's new AI Fairness framework has reintroduced some advanced targeting features, resulting in tangible improvements.

### Takeaway:

For builders, 2026 will mark Meta's comeback as a top-performing channel. Be sure to test it again and continue using the tools to target it effectively possible.

One Rhoads Creative client, Garman Builders, generated over 350 new leads for just \$350 by revitalizing social media under this new system.



# #4

## Google Search Ads Remain the Most Reliable Paid Digital Channel

Although AI and social media often make headlines, Google Search Ads remain a highly dependable source of intent-driven results for builders. When buyers are actively exploring options, looking for a community, or planning a visit, search ads effectively seize that moment more than any other channel. In 2025, 42% of leads are expected to come from search, reaffirming its position as the primary driver of conversions.

### Takeaway:

Builders who align ad copy and landing pages closely with buyer intent will continue to outperform competitors that focus on broader awareness strategies.



## ● **BONUS TREND**

### ● Netflix Could Be the Next Big Ad Platform

Netflix is quietly expanding into advertising, and it might become the next major discovery platform. The company's new self-serve ad system and experiments with short-form, scrollable videos signal its ambition to compete with TikTok and YouTube and may even launch a competing app.



# ● ● ● RECAP

By 2026, the homebuilding marketing landscape will be significantly transformed—faster, smarter, and driven by AI. Buyers will find builders through innovative methods such as voice search, algorithm-driven content, and short-form videos that feel more genuine than traditional ads. For builders, this shift means moving from traditional advertising to engaging in conversations, from merely targeting audiences to educating them, and from being simply visible to being showcased.

**Success in 2026 will favor those who adopt these changes early**—producing reliable content for AI, creating authentic social videos, and running high-intent search campaigns. Ultimately, the key difference between industry leaders and latecomers will be agility—those who adapt quickly to changing visibility rules will have the edge.





# ● ● ● STRATEGIC THEMES

## ● To Act On Now

- 1 **Be the Source AI Trusts:** Publish factual, localized content designed for AI Overviews.
- 2 **Own Early Discovery:** Use TikTok and short-form video to reach buyers before they start searching.
- 3 **Reinvest in Smart Social:** Leverage Meta's new AI targeting while competition (and costs) are low.
- 4 **Double Down on Intent:** Refine Google Ads and landing pages for the moments that convert.
- 5 **Stay Curious:** Watch for emerging platforms like Netflix — the next big opportunity won't wait.

# RHOADS : CREATIVE

**Rhoads Creative is the digital marketing agency built exclusively for homebuilders** — helping them sell more homes, faster, through strategy, data, and creativity that actually performs. We don't just follow trends; we anticipate them. From AI-integrated SEO to data-driven social campaigns, our work turns insights like those in this report into measurable sales growth.

Our builder clients consistently outperform industry benchmarks because we align every ad, every click, and every strategy with one goal: more homes sold. Whether you're refining your 2026 marketing plan or rethinking your entire digital approach, our team is ready to help you lead what's next.