Insight Homes
It's Just a Better House

FOR LAND LISTING AGENTS
Build On Your Lot co-marketing program

REALTOR CO-MARKETING

Sell the land. Show the home.

Buyers stall on vacant lots when they can't picture what goes there. Partner with Insight Homes and every lot you list comes with a home that fits it and an estimated, all-in price.


Artist's rendering

You list vacant land in **Sussex and Kent County, Delaware or Maryland's Eastern Shore**. Insight Homes builds energy-efficient homes on land its buyers own. Together we market your lot as a place to build, with your name and brokerage on it as the land contact.

WHAT INSIGHT PROVIDES

- A preliminary review of which Insight plans may fit each lot
- Plan renderings, floor plans and an estimated, dated "lot + home" price range
- Your lots featured in Insight's Build On Your Lot marketing, crediting you and your brokerage
- Model tours and a written construction estimate for your buyer and you

WHAT YOU PROVIDE

- Accurate listing details and the seller's OK to market the lot with Insight
- The "Build On Your Lot" message in your flyers, social posts, signs and remarks (where MLS rules allow)
- A heads-up on price or status changes, perc results, easements or flood zone
- Building questions sent to us; we send land questions to you

2%
COMMISSION

Paid to your brokerage on the home, too.

Represent a buyer who signs an Insight home contract and Insight pays your brokerage **2% of the home's base price** at settlement, when you've registered the buyer with Insight Homes. No cost to join. Non-exclusive, 12 months, and either side can end it by email.

GETTING STARTED

1. **Call or email Eric** with the lots you have listed.
2. **Sign the one-page agreement** and list your lots (address, parcel ID, acres, price).
3. **We review each lot** and send plans that may fit and an estimated lot + home price for your marketing.
4. **Register your buyers** with Insight Homes before they visit.

WHY BUYERS CHOOSE INSIGHT

- Semi-custom plans built on the buyer's own land
- Built to DOE Zero Energy Ready standards
- HERS scores as low as 5 (the average new Delaware home is about 51)
- Owned 5 kW solar standard: no lease
- Delaware builder, headquartered in Bridgeville



Eric Morris
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Check any lot and see plans that may fit:
coastalhomesde.com/on-your-lot

Insight Homes is a home builder, not the seller of any land; buying a listed lot does not require building with Insight Homes. Plan fit is preliminary and subject to survey, zoning, septic/perc approval and permits. Combined prices are estimates; final cost depends on site work, utilities, permits, plan and options. Any Insight offer applies only to cash or financing through Insight's preferred lender. Commission terms are set by the signed Land Listing Co-Marketing Agreement. Home shown is an artist's rendering. Equal Housing Opportunity.