

# Build On Your Lot, Built For Conversion

Homebuyers love the idea of “your plan on my land,” but BOYL programs can quickly turn messy for marketing and sales. The good news, you don’t need a custom tech stack to do it right. With a few smart configurations in your Anewgo tools, you can stand up a clear, shoppable BOYL experience that captures qualified leads, guides buyers through decisions, and equips your team with data to refine what you offer next.

Below is a practical playbook drawn from client implementations and best practices.

## 1) Treat BOYL like a “community” with plan-first shopping

The simplest BOYL setup is to add “Build on Your Lot” as a community tile in your [Anewgo Marketing App](#). Disable homesite selection and push shoppers straight into your plan catalog, using either “starting from” build prices or “contact for pricing” if you prefer not to publish numbers. This keeps the buyer journey focused on plans, not lots you don’t control.

### Why it works

- Reduces early friction, buyers browse plans immediately.
- Lets you show BOYL-specific pricing policies without confusing land costs.

## 2) Use geography to control pricing and plan availability

If you build across multiple counties or regions, create separate BOYL cards by area. This allows you to show different plan lineups and starting prices by market, reflecting local code requirements and labor/material costs. A low one-time setup gives you a clean admin “bucket” per location to manage these differences.

### Pro tip

As you expand, this structure scales. You can present Michigan differently from Pennsylvania, including which plans are offered and how they’re priced.

## 3) Showcase scattered lots with self-serve map pins

If you own infill homesites or maintain a list of available parcels, stand up a **Scattered Lots** map. Drop a pin for each lot and attach only the plans that fit that site’s constraints. After a

one-time setup, your team can add and manage pins without contacting Anewgo, so marketing can keep inventory fresh in minutes.

#### Why it works

- Aligns buyer expectations, only compatible plans appear per lot.
- Keeps your map accurate, no tickets required to update.

## 4) Get ready for county-based BOYL filtering on Anewgo Websites

On [Anewgo Websites](#), buyers can toggle between Communities, Plans, Quick Move-Ins, Build On Your Lot, and Scattered Lots. Behind the scenes, you can tag counties you serve and assign plan availability by county. This unlocks precise plan filtering without creating dozens of separate communities. Anewgo's 3.0 platform is bringing this functionality to more clients as products unify.

#### What's coming

As we migrate more features into 3.0, BOYL tools become even more robust, with richer controls over how you present inventory and options.

## 5) Reduce change orders with “white box” visualization

Custom BOYL buyers often struggle to picture scale and flow. Offer a **white box virtual tour**: a neutral, lightly furnished walkthrough that emphasizes layout over finishes. It's a small investment compared to the cost of mid-build changes and re-approvals. Pair it with an **exterior visualizer** so buyers can test colors and materials before selections begin. You can embed both in your [Anewgo Marketing App](#) or [Anewgo Websites](#).

Related Anewgo content:

- [Virtual Tours](#)
- [Premium Renderings](#)

## 6) Curate options to prevent decision fatigue

Early in the funnel, show fewer choices, not more. Use exterior **color schemes** instead of every material choice and limit plan options to the most-selected set. Save deep customization for

design appointments and sales consults. This keeps shoppers moving forward and aligns with a simple truth, “make it easy.”

Where to apply curation in Anewgo:

- **Plan detail pages:** surface top 3–5 options.
- **Elevation galleries:** offer scheme bundles first.
- **Configurator views:** gate advanced toggles behind a “more options” link.

You can still deliver a fully custom home. You’re just sequencing decisions so buyers don’t stall out online.

## 7) Use Insights data to refine BOYL faster

BOYL isn’t “set and forget.” Check [Anewgo Insights](#) to see which plans, options, and geographies attract the most attention, then update your surfaced plans and pricing by county or region. This closes the loop between online interest and what you promote next month.

### Practical moves

- If County A shows higher engagement on ranch plans, bump those to the top of the BOYL card for that area.
- If certain options dominate clicks, feature them as defaults in your curated set.

## 8) Pricing, setup, and staffing tips

- **Structure for scale:** Separate BOYL cards by county or region to manage pricing and availability cleanly.
- **Budget smartly:** A one-time community setup is cost-effective and gives you a clear admin bucket per location.
- **Empower marketing:** After initial setup, your team can add scattered-lot pins without engineering help.

## BOYL tech checklist (copy/paste)

- Add **Build on Your Lot** as a community in the [Anewgo Marketing App](#) with plan-first flow.
- Create BOYL cards by county/region to localize plans and starting prices.
- Launch a **Scattered Lots** map and train staff to add pins.
- Offer an **Exterior Visualizer** and a **White Box Virtual Tour** for custom buyers. Link both on plan pages.
- Curate early-stage options, reserve deep customization for appointments.
- Review [Anewgo Insights](#) monthly to refine plans, options, and regions.
- If you're on [Anewgo Websites](#), enable county-based BOYL filtering; watch for expanded 3.0 features.

## The takeaway

BOYL isn't harder, it's just different. When your digital experience mirrors how BOYL decisions really get made: plan first, location-aware, guided choices with clear visuals, you'll shorten cycles, slash change orders, and win more trust from buyers and Realtors alike. Anewgo gives you the building blocks, from the [Marketing App](#) and [Websites](#) to [Virtual Tours](#), [Renderings](#), and [Insights](#). The rest is orchestration.

**Want help configuring BOYL in your Anewgo stack?**

[Schedule a call with Beth Byrd.](#)