Build Like a Retailer

Dennis Webb
Fulton Homes
FULTON HOMES
You're Proud To Own, We're Proud To Build!
From Retailing to Homebuilding

Think like a Retailer
The eleven most Important Words in Retail

Find out what the buyer wants and give it to them
Control Costs
Simplify
Limit selection

Listen to customer
Give customer what they want
Trust & Transparency
Good Selection
The 4 P’s of Retail

- Product
- Price
- Place
- Promotion
90% of Buyers start their search on the internet

Fulton Homes is Arizona’s largest family-owned and operated homebuilder. When Ira Fulton started building homes 40 years ago, he didn’t want to be one of the biggest, just the best. Our rigorous inspections help create the legendary Fulton quality. Come visit one of our great Arizona Valley Communities.

Find the right home, in the right community. View Map >>

750,000 Sessions
346,000 Users
3.5 million page views
12 minutes average time
What is the amount of time our buyer first goes on our website to when they actually write a contract?

• 1 month
• 2 months
• 4 months
• 9 months
Amazon Opens up 4 Star Stores
Browse Night at the Design Center
Fulton Homes has the only digital Design Center that allows prospects to see everything that is offered including pricing.
Design Center $ per square foot
Automatic Stock Replenishment