



WAV Group Floor Plan Consumer Interest Survey



Consumers are obsessed with Floor Plans; Why It's Time for Every Listing to Have One

If your MLS or brokerage is serious about staying relevant, empowering agents, and giving buyers what they want, floor plans must become a standard offering for listings of any price point.

If your goal is to maximize listing engagement across your MLS's consumer-facing site, broker and agent IDX websites, and high-traffic portals like Zillow, Realtor.com, and Homes.com, a floor plan isn't a nice-to-have, it's a gotta have, according to WAV Group's newly released WAV Group Floor Plan Consumer Interest Survey.

MLSs and brokerages that fail to deliver floor plans risk falling behind in a marketplace where consumers are demanding more clarity, more transparency, and more value from every listing.

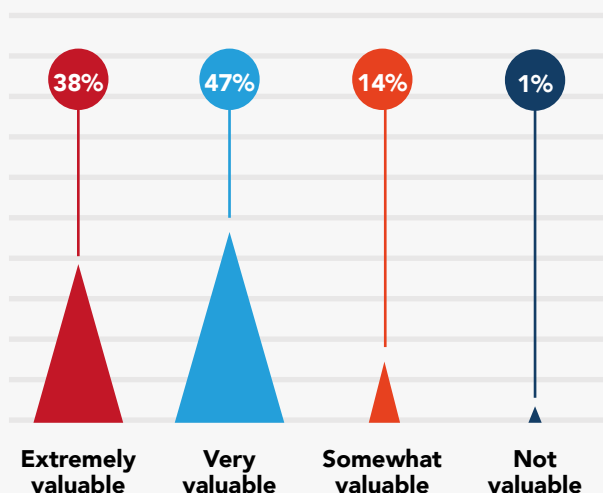
The WAV Group Floor Plan Consumer Interest Survey reveals unprecedented demand for floor plans, eclipsing interest in nearly every other listing feature. Distributed to 400 consumers in

June 2025, who have bought in the past 3 years and those actively buying, the study revealed floor plans are emerging as one of the most effective tools to drive buyer interest. They don't just enhance a property's presentation. Consumers believe they elevate the professionalism of the agent, the brokerage, and the MLS.

According to the newly released WAV Group Floor Plan Consumer Interest Survey, consumer demand for floor plans is overwhelming. *"In all my years conducting consumer surveys, I have never seen as much universal interest for a tool as I have for floor plans. Consumers are literally 'ga ga' for floor plans!"*, says Marilyn Wilson, Founder and CEO of WAV Group and driver of the company's research practice.

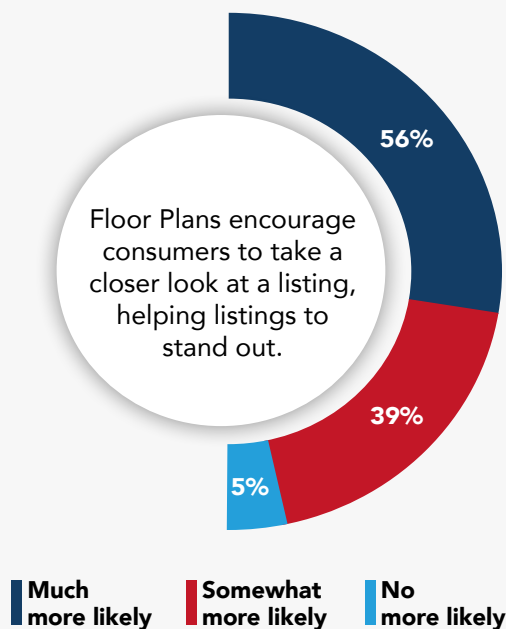
This is not a passing trend. It's the beginning of a new marketing standard that's already gaining traction in some of the country's most forward-thinking MLSs.

How valuable are floor plans when you are looking at a property listing?



85% of buyers surveyed believe that the floor plans are very/extremely valuable when looking at a property.

How much more likely are you to take a closer look at a listing if it includes a floor plan?



95% are somewhat/much more likely to take a closer look if it includes a floor plan.

Does a floor plan make it easier for you to envision living in a property listing?



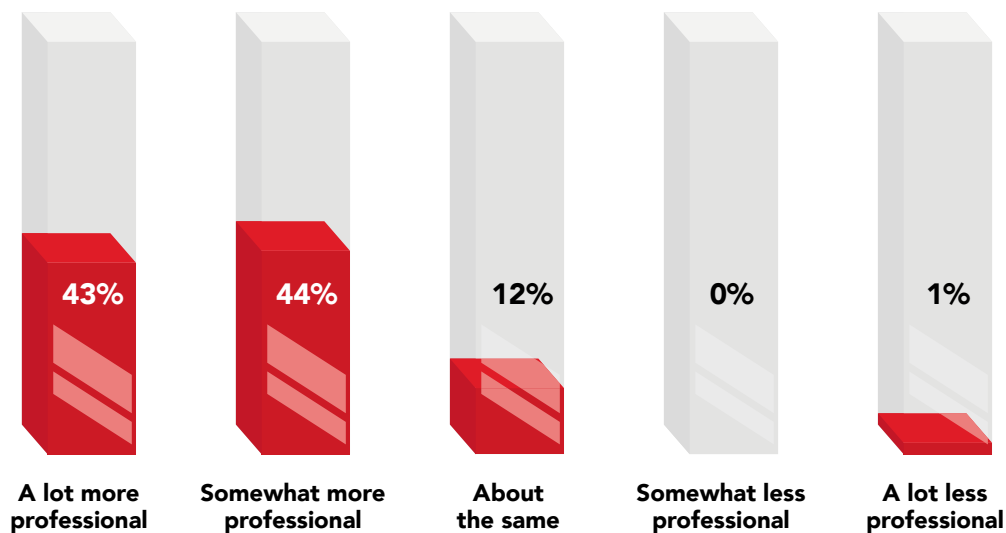
93% of buyers state that a floor plan makes it easier to envision what it would be like to live in the home.

Floor plans help consumers envision what it might be like to live in the home. They help buyers understand not just how a home looks, but how it lives. They can reduce friction and uncertainty in the buying process.



Floor Plans Reflect Positively on the Agents that Offer Them

How would you rate the professionalism and customer-centricity of those agents that take the time to measure the room dimensions of a home and include floor plans on their property listings vs. those that do not?

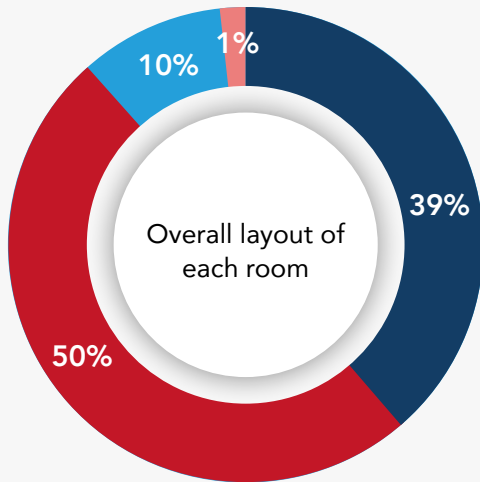


87% of respondents believe that agents who include floor plans are better at their job.

Consumers believe agents who provide floor plans demonstrate more professionalism and customer-centricity than those who do not.

How valuable are each of the features on a floor plan?

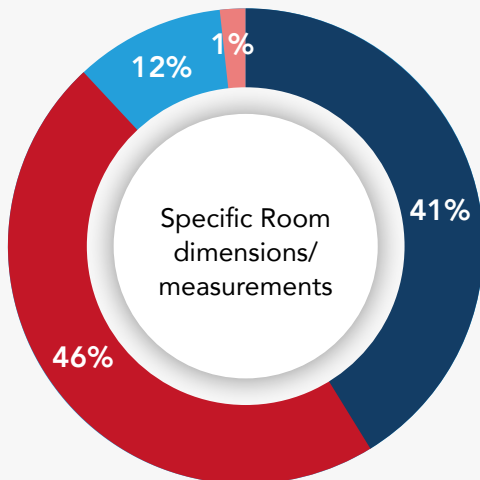
■ Extremely valuable ■ Very valuable ■ Somewhat valuable ■ Not valuable



Consumers want specifics on Floor plans

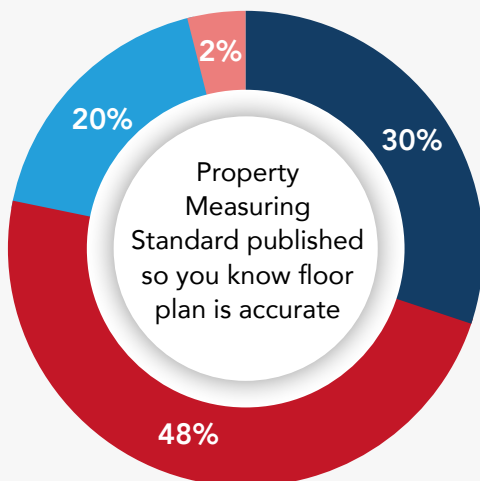
Consumers value several features of floor plans:

89% value the overall layout of each room and the overall square footage and lot size/acreage. The more specific and accurate the information the better.

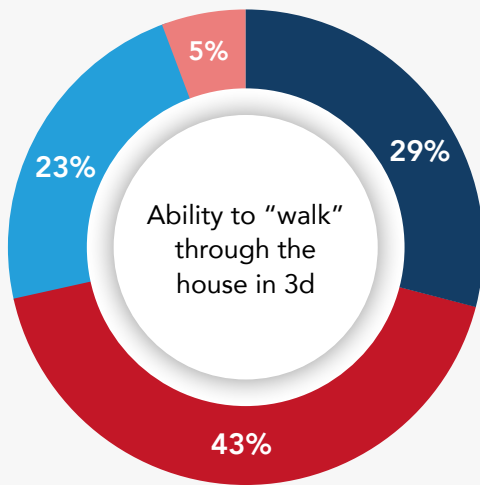


Room Dimensions are Critical

Today, several MLS markets do not require specific room dimensions, yet 87% of buyers would like them. It's time for the industry to embrace the consumer's need for actual room dimensions and leverage today's easy-to-use and highly accurate measurement tools and software. 78% would like the industry to embrace industry measurement standards, like [ANSI, required](#) by Fannie Mae as of April 1, 2022.

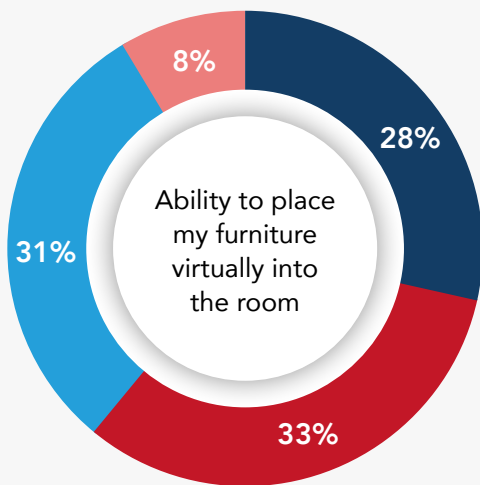


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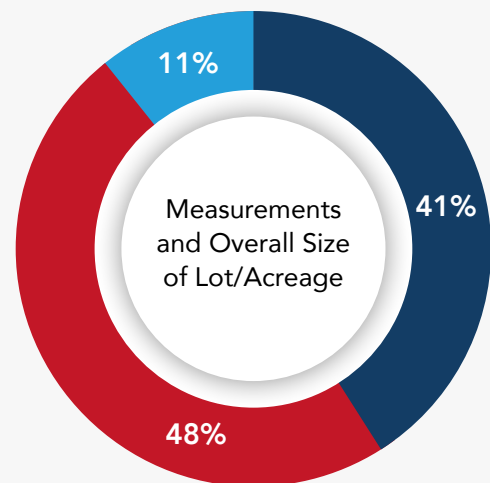
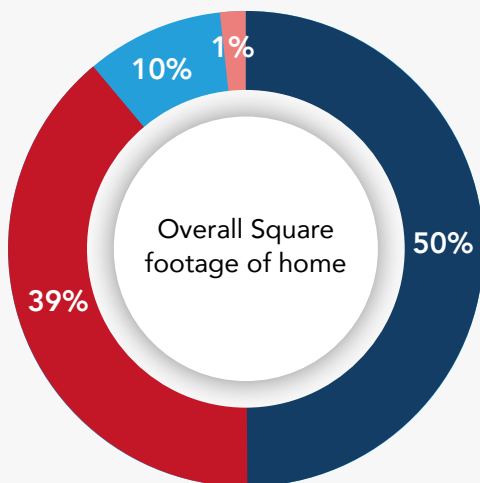
3D Tours are a Gotta Have

82% of consumers would like to "walk" through the home in 3D.



Nearly ¾ Want to Visualize

71% would like to be able to upload their furniture to be able to visualize it and re-arrange it in the rooms.





Consumers want the real estate industry to **REQUIRE** Floor Plans

82% of consumers would like the real estate industry to REQUIRE a floor plan on every listing.

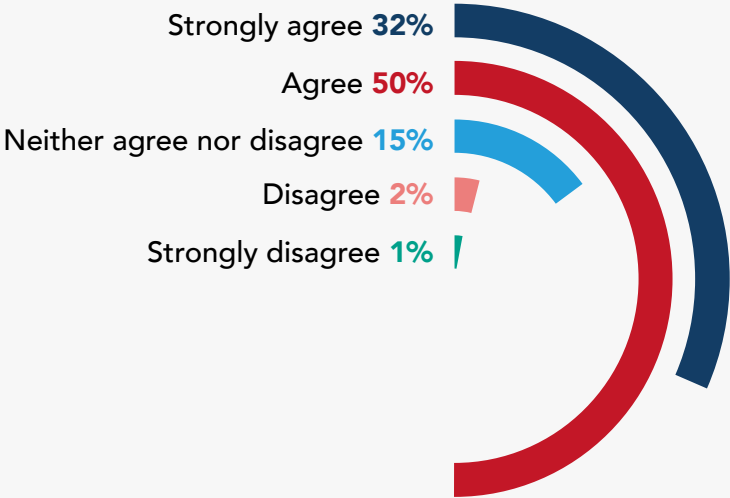
Just like all the other information, listings with a consistent display of floor plan are simply easier to digest and more valuable for potential buyers.

Requiring Floor Plans Improves Website UI

The best real estate websites provide a consistent viewing experience for every listing shown. Photos are in the same location everywhere. Listing detail is laid out in the same order on every page. Neighborhood information and everything else are laid out in the same way every time to make it easy for consumers to find the information most valuable to them.

Interest in floor plans is nearly universal among buyers.

How strongly do you agree with the following statement: The real estate industry should require floor plans on all home listings online.





MLSs are Beginning to Require Floor Plans

MLSs are the center of high quality, comprehensive and curated real estate data, fueling websites, applications and analytics. A few leading MLSs are now requiring floor plans on every listing. Like photos, required by most MLSs today, floor plans create credibility and consistency to MLS data that help consumers easily evaluate and compare listings.

[New Mexico MLS](#) was the first MLS in the country to require floor plans, joined recently by WARDEX MLS.

Both MLSs also offer a floor plan solution included in their MLS subscription so their requirement does not place any additional financial burden on their subscribers.

While implemented relatively recently, the first MLSs to require floor plans are experiencing encouraging results. New Mexico MLS, for example is starting to experience longer visit time on their consumer facing site, suggesting that floor plans on every listing are creating more consumer engagement.

Gaining Broker and Agent Buy-In

Anytime a new requirement is introduced, it's important to frame it not as overreach, but as an opportunity. The key to bringing brokers and agents along is simple: show them the benefits in their terms. Floor plans lead to longer engagement, stronger buyer interest,

and faster sales. They differentiate agents in listing presentations. They help buyers better understand and connect with a home before setting foot in it. This isn't about adding more requirements for agents. It's about giving professionals another tool to demonstrate their value and improve results.

Broker Objections Registered and How to Address Them:

As the first two markets rolled out a required floor plan policy, they received three overall objections from practitioners.

1. Why are you requiring floor plans?

There was some concern about requiring floor plans. This can be a legitimate concern if the MLS does not provide a free floor plan option. The introductory markets provided a simple tool that takes less than 5 minutes to create and can be done while the agent is in the house, or the photographer is taking photographs. MLSs requiring floor plans are also NOT mandating what floor plan provider to use. Brokers can decide if they would like to use the MLS-supplied option or work with their own providers. buying process.



2. Why are you creating more work for the agent?

Some agents pushed back having no desire for another required field. With such a strong desire from sellers to effectively promote and overwhelming interest from buyers, this is one required field that probably makes sense. Just like photos, floor plans provide consumers with a much more specific understanding of the layout and how it fits with their purchase criteria.

3. Does the broker take on more liability with floor plans?

Floor plans included in MLSs have disclaimers stating they should not be relied on for the accuracy of the home. The floor plans only include interior square footage, which is not the metric relied on by appraisers.

For those concerned with the accuracy of the floor plan, they have the option to purchase a "GLA", gross living area floor plan which focuses on above ground, finished, and heating living space within a property.

Third, MLSs are providing a waiver to homeowners if they would not like to include a floor plan on their listing. Brokers concerned about the legal liability can ask their clients to sign a waiver.

The copyright for floor plans does remain with the floor plan provider unless negotiated specifically by the MLS or brokerage.

Megan McFarlane, CEO of New Mexico MLS, the first MLS in the country to require floor plans on every listing says

"Just like requiring photos, we believe that requiring floor plans will help our MLS increase listing engagement and inquiries for our customers. We have required photos for several years because we know an agent cannot maximize exposure for their listings without showing the details. Floor plans is the next generation of disclosure and promotion that can help our agents. Our early results are very encouraging. We believe we might be enabling consumers to spend more time on every listing and encouraging views of more listings."



CubiCasa, one of the leading providers of floor plans to MLSs, launched a FPOEL program (Floor Plans on Every Listing) to support MLSs pursuing a floor plan requirement.

New Mexico MLS tapped into CubiCasa's FPOEL program which includes elements to help build awareness of the program and to help overcome adoption hurdles.

According to Megan, "our roll-out plan included the following elements that seemed to be successful at gaining awareness, and buy-in to the program"

Market Launch and Roll-out

- Local trainings at brokerages across your market to explain the new standard and walk agents through how easy it is to create a floor plan with CubiCasa.
- Onsite "train the trainer" sessions MLS and brokerage staff are equipped to support practitioners
- MLS-branded marketing toolkit
- Sponsored MLS events to reinforce the rollout and celebrate progress.

Compliance

- CubiCasa monitored compliance offering weekly reporting to identify training opportunities and ensure a smooth transition.
- Integration support with MLS software to automate compliance where possible.
- Many options for users to have confidence in their measurements

Subscriber Benefits

- CubiCasa expanded its network of Preferred Photographers offering agents more options to get listings market ready.
- On-going promotion of free floor plans included in your MLS



MLS Technology Provider Support

Now that more MLSs are offering floor plans and getting serious about requiring floor plans, many of the MLS Technology providers are adding dedicated fields to upload floor plans and MLS data compliance software providers are making it easier to track compliance of this highly popular information.

Conclusion

As THE source of listing data, MLSs have an opportunity to deepen the comprehensiveness and marketing value of MLS data by adding floor plans, a highly desired feature. Floor plans will make listings more consistent, engaging and valuable on every website that syndicates data from the MLS nationwide.

The early data is very encouraging. Listings that include a floor plan are seeing more engagement, more time spent on the page, and even fewer days on market. Consumers want them. Buyers are more interested in properties that include them. Sellers feel better about agents that offer them. Win-win.

While it's an addition to what the industry considers a standard required field, it takes less than 5 minutes to comply. Let's make them standard. Improve website UI and give agents and brokers the tools they need to put their best foot forward.



Ready to Make Your MLS Indispensable?

If your organization is ready to build a forward-thinking strategy that examines new customer-centric ideas like requiring floor plans, designed to deepen relationships with your brokers and agents, WAV Group is here to help.

We'd be honored to facilitate an effective strategic planning process that positions your MLS as a true leader and helping you choose a technology suite, training and support that ensures your MLS remains indispensable.

Our work is led by Marilyn Wilson, Founder and CEO of WAV Group, the most trusted and respected MLS consultant in North America.

Let's shape the future together.

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