

CASE STUDY: GOODALL HOMES

With BuilderMT, Goodall Homes Integrates Scheduling and Purchasing

BuilderMT User is Professional Builder Magazine's "National Home Builder of the Year"

Goodall Homes' chief operating officer, Keith Porterfield, has his hands full, and he welcomes the chance to stay busy. Working in the Nashville, TN area, Goodall Homes will start 500 homes in 2015, up from 400 in 2014. Starting an average of 42 new homes each month, the Company builds in 23 communities, and employs 90 people, with all construction work subbed out. This "lean team" of 90 people – which is tuned for maximum efficiency – includes just 12 supers and another six workers in purchasing and estimating. Goodall Homes also has two "starts coordinators," and one floater who manage variance purchase orders. There is one other staffer who is just focused on coordinating and managing trades. As expected, the rest of the workforce is heavily focused on accounting and selling one home after another.

To sell 500 homes a year, you can't just put pictures of them on the Internet and cross your fingers. Goodall Homes typically has around 28 model homes, averaging one or two in each community where they are building. For sales prices, Goodall Homes averages \$285,000, with an average size of 2,800 square feet. On each of these homes, Goodall Homes has the process managed so well that they are putting up great numbers for margins and profit.

Software Keeps Order

How can Goodall ensure such a strong performance on profit margins across 500 starts in 23 communities? The answer is simple: Top-shelf software.

To manage purchasing, scheduling and every workflow stage in between, Goodall Homes runs BuilderMT's Workflow

Goodall Homes

- Starts in 2015: 500
- Starts in 2014: 400
- Builds in 23 communities
- Employees: 90
- Supers: 12
- Purchasing and estimating staff: 6
- House price: \$285,000
- Average size: 2,800 sq. ft.

Software:

- BuilderMT Workflow Management Suite
- BuilderMT Trade Portal
- Sage 300 CRE Estimating & Accounting
- Sales Simplicity
- Punchlist Manager

Management Suite, including BuilderMT's Trade Portal. For CRM and sales automation, the Company runs Sales Simplicity, and for accounting and estimating, Goodall uses Sage 300 CRE. For punchlist, the software program Punchlist Manager keeps tabs on customer care and follow up. Goodall Homes can run such a tight ship, in part, because this "best of breed" approach to software solutions brings order to the inherently chaotic process of building homes.

"We really like BuilderMT WMS," Keith Porterfield reports; Goodall Homes has run BuilderMT since 2001. "We had looked at other systems, like everyone does, but we have really committed to BuilderMT now, because of what it does to integrate our purchasing, scheduling and sales data, which flows in from Sales Simplicity. Like any software, there is some pain in getting it implemented, but over our engagement, we're very happy to have access to its capabilities and power."

Scheduling & POs

"Probably the best aspect of BuilderMT for us is the scheduling function, which everything keys off of," Porterfield explains. "With BuilderMT, we roll out a master schedule to our supers. We really have our processes down, so the schedules do not actually change much, unless there is an ice storm or severe weather. But if there are changes, we have a scheduling manager in the office, and she takes care of any variances. Through BuilderMT, the purchase orders are linked to the schedule. But we do purchase orders a little differently. We actually issue all our purchase orders before the job starts. As supers and others in the field approve job stages, deliveries, and the completed work of various trades, the purchase orders are approved for payment, which comes from our Sage accounting system. This approach really brings order to our purchasing system, and it allows us to track costs very accurately. At any time, using the integration between Sales Simplicity, BuilderMT and Sage, we can run a real-time gross profit number for any start and really get an idea of where we are on the job's progress."

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Trade Portal

"To further enhance the capabilities of BuilderMT WMS, we also added the BuilderMT Trade Portal," Porterfield explains. "With Trade Portal, we can put our subs on autopay, once a super signs off on work completed. This has saved us an enormous amount of staff time, because you can only imagine the information requirements and phone calls that used

to come in from subs working with us as we start an average of 42 homes each month.”

Specifically, Trade Portal allows Goodall Homes to share real-time workflow data with its trades. Trade Portal maintains a single database / single location for all schedules, workflow management and transactions, and the trades can access that workflow and view detailed information about purchase orders, work orders, schedules, warranty and payment status through any web browser.

With Trade Portal, each trade partner has a unique web site that accesses a record of their activities. A customizable “dashboard” showcases any builder updates or events that affect the sub or trading partner, while also offering a portal for best-practice sharing, company news and events. Every Trade Portal uniquely provides secure viewing screens that offer critical data for individual trade partners, such as approved, issued or cancelled purchase orders and event schedules that can be viewed by projected, schedule or completion dates.

VPOs

“Every builder has variance purchase orders, VPOs, and we are no different, but we have systems in place to drive their

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numbers down to a bare minimum, thanks to BuilderMT,” Porterfield explained. “With BuilderMT, we need just one staffer to manage VPOs, and she doesn’t even work on that fulltime. A field manager will request a VPO and estimate its value. Some VPOs can be approved on the spot. Others, if they are a higher dollar amount, will have to escalate for approval. With BuilderMT, we can print a variance report every week, and, at weekly meetings, we go over those items. With that knowledge, we can either adjust the estimate or simply acknowledge that the variance was a one-time event.”

Time Savings

“I think the single BuilderMT feature that saves us the most time is the Trade Portal,” Porterfield said. “For the Trade Portal to work, it has to be fed by the BuilderMT – Sales Simplicity infrastructure. But just the automation of communication, schedule and payment with our subs has saved us hundreds of hours of time. We’re never going back.”

About Goodall Homes

When building your home you need a company that is going to stand the test of time. Goodall Homes understands how important it is for your family to put down roots. That is why we are committed to building welcoming homes in beautiful neighborhoods for you and your family to enjoy creating memories in. In 1808, Parke Goodall and his wife Frances established roots in Middle Tennessee, primarily because of the beauty of the area and the quality of life offered in this part of the country. The Goodall family has been here ever since, and we know these things are still important to homeowners today. Bob Goodall, Jr. followed a tradition that his father started, and began building homes in 1983. Since that time, Bob has been involved in the building of thousands of new Single Family Homes, Townhomes, Courtyard Cottages, Condominiums, and Villas in the Nashville area. Learn more: www.GoodallHomes.com

About BuilderMT

For the home building industry at large, BuilderMT provides highly-customizable workflow and building-process-management software that works in tandem with leading accounting systems and other wireless and jobsite productivity tools, such as CRM and warranty management. For 15 years, BuilderMT systems have been purchased by nearly 900 home builders and cumulatively used as a desktop workflow tool by upwards of ten thousand home building professionals. BuilderMT is widely recognized as a leader in process-driven, best-building-practices for builders, as well as customer service, warranty applications, online training and innovative wireless applications. To learn more, visit www.BuilderMT.com, or call (888) 757-1991 ext. 271.

Media Contact (for BuilderMT):

John D. Wagner
jdwagner@wagnerpr.com
www.WagnerPR.com
919-796-9984