

VERITY HOMES USES WORKFLOW SOFTWARE TO SCALE UP 25 STARTS IN 2012 TO 154 UNITS, WITHOUT HAVING TO ADD EXTRA STAFF



BUILDERMT LINKS ESTIMATING DIRECTLY TO 3D CAD SYSTEMS, GENERATING PRECISE “SHOULD COST” PRICING ON SEMI-CUSTOM HOMES

COMPANY PROFILE: VERITY HOMES

AVG. HOME PRICE \$220,000

AVG. HOME SIZE: 1,900 sq/ft

PROFIT MARGIN: 4-8% NET

STARTS IN 2012: 127 homes

STARTS IN 2012: 154 homes

BASE PLANS: 38

OPTION COMBINATIONS: Millions

SOFTWARE

- CRM: Sales Simplicity
- Workflow: BuilderMT WMS
- Accounting: Sage 300 CRE
- BIM Systems Integrator: CG Visions
- BIM: Vertex
- BIM-Workflow Integration: Pipeline

HOW VERITY SUCCEEDED

- Verity was able to add 25 starts in 2012, without adding any more staff.
- Verity now achieves average margins of 6% on \$220,000 and therefore was able to pick up \$330,000 net.
- Operations at Verity are well managed with BuilderMT and its allied partners.
- Verity now benefits from fast estimating and have seen “a steep reduction in field-related questions and issues, due to process predictability,” mentions Verity’s Art Goldammer.

“THE MOST RECENT BENEFIT WE HAVE SEEN FROM BUILDERMT IS THAT WE WERE ABLE TO ADD 25 STARTS THIS YEAR, WITHOUT ADDING ANY MORE STAFF. THAT’S A 20% VOLUME SCALE UP, WITHOUT THE NEED FOR ADDITIONAL STAFF.”

- ART GOLDAMMER, VERITY HOMES

WE CONTINUALLY STRIVE TO ADVANCE OUR TECHNOLOGY WITH INNOVATIVE IDEAS AND SOLUTIONS. FOR MORE INFORMATION ON BUILDERMT’S PRODUCTS, SERVICES, CASE STUDIES AND CLIENT TESTIMONIALS, VISIT WWW.BUILDERMT.COM OR CALL 1-888-757-1991 EXT 271