CUSTOMER SUCCESS CASE STUDY No.74

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

WHAT WE FOUND

- Verity Homes builds in 17 neighborhoods with 38 base home plans.
- With all of their options and their 38 plans, Verity has over 5 million model/option combinations.
- Verity operates very lean with 22 employees and a 105-140 day construction cycle.
- With 154 and nearly 20 building locations, Verity requires a best-of-breed software approach to help manage their business.

WHAT WE DID

- Verity implemented multiple modules of BuilderMT's Workflow Management Suite, including scheduling, warranty management, variance purchase order management and Trade Portal.
- For CRM and sales management, Verity decided to use Sales Simplicity.
- For estimating and accounting, Verity elected to go with BIM integration with BuilderMT's WMS cost management.
- Verity turns to CGVisions for all their CAD services and uses BIM Pipeline for managing the 3D images and data they generate.

How Verity Succeeded

- \bullet $\,$ 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.
- \bullet $\;$ 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