

ACHIEVING DRAMATIC PROFITABILITY, LOGAN HOMES INTEGRATES SALES, 3D DESIGN, OPTIONS, WORKFLOW AND ESTIMATING



FOR MORE THAN 25 YEARS, NORTH CAROLINA-BASED LOGAN HOMES, HAS BEEN IN THE WILMINGTON AND CAROLINA COASTAL AREAS, AND THE COMPANY WILL START 150 HOMES IN 2011.

COMPANY PROFILE:

AVG. HOME PRICE \$300,000

AVG. HOME SIZE: 2200-2400 sq/ft

PROFIT MARGIN: 10-12%

STARTS IN 2011: 150 homes

BASE PLANS: 78

OPTIONS/MODEL: 275,000

MODEL HOMES: 40

SOFTWARE

- CRM: Sales Simplicity
- Workflow: BuilderMT WMS, all modules
- Accounting: Sage Timberline Office
- BIM Systems Integrator: CG Visions
- BIM: Vertex
- BIM-Workflow Integration: Pipeline

WHAT WE FOUND

- Logan Homes has 275,000 options combinations and pricing that differs even for the same models in different communities
- Logan recognized that they needed to move to 3D BIM (CAD-based *building information modeling*)
- Logan Homes had been using a notoriously inexact 2D paper drafting method

WHAT WE DID

- Logan Homes engaged CG Visions, a leading BIM and CAD systems integration consultant which is closely allied with BuilderMT and Sales Simplicity
- Logan also chose CG Vision's BIM Pipeline, to function as an additional software layer to translate BIM data into a usable form, allowing it to be directly channeled into BuilderMT's WMS

HOW LOGAN SUCCEEDED

- With this powerful software combination, Logan Homes could get an extraordinary level of detail from its takeoffs and the data could be translated into other aspects of Logan Homes operations, like estimating and lot-specific cost/pricing analysis
- Once Logan's base plans and options packages are set up in BIM Vertex and Pipeline, that data can be seamlessly exported into WMS, where lot-specific plans can be priced out
- With pricing known, Logan Homes can determine its profit for each home before it even starts to build
- If the profit margin runs below the desired 10-12%, Logan can determine where that variance exists and easily adjust the option-combination price to prevent any loss

“WITH THIS APPROACH WE WERE ABLE TO STOP A PROLIFERATION OF PLAN SETS — WHICH WERE RUNNING INTO THE THOUSANDS — AND GAIN CONTROL OVER THE EQUALLY CONFUSING PROLIFERATION OF OPTION SCENARIOS IN OUR TIMBERLINE ESTIMATING SYSTEM, WHICH WERE RUNNING INTO THE TENS OF THOUSANDS.”

- D. LOGAN
LOGAN HOMES

WE CONTINUALLY STRIVE TO ADVANCE OUR TECHNOLOGY WITH INNOVATIVE IDEAS AND SOLUTIONS.
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