



“It doesn’t matter what device you’re on or where you are—everything works. It became really easy that we weren’t reliant on anything technologically happening locally.”

— Steve Alloy, President and CEO, Stanley Martin Homes

## STANLEY MARTIN™

### Stanley Martin Homes

As one of the largest new construction home builders on the east coast, Stanley Martin Homes (SMH) understands the unique wants and needs of area homebuyers. For over 56 years, SMH has been building homes with curb appeal on the outside, smart floorplans on the inside, and they build homes in locations close to where home builders work.

#### **Client:**

Stanley Martin Homes

#### **Country and Region(s):**

South, USA

#### **Closings:**

3,520 (2021)

#### **Products and Services:**

HomebuilderONE

### Business Challenges

- Manage entire builder lifecycle from feasibility to post-sales services
- Seeking ways to increase the speed of rolling out new plans and opening new communities
- Streamline systems and operations after major acquisitions of real estate and development companies
- Support remote employees using mobile devices

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### How HomebuilderONE helped

- Ability to use one system for the entire builder lifecycle – from land feasibility through development, sale, construction, finance and post-sales customer service
- The hierarchy feature enabled SMH to incorporate new acquisitions faster than before with an increased ROI

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### Business Outcomes

- Gained detailed insights into the profitability of the business, helping managers make more informed decisions
- Increased the ability to allow more units to be built at greater efficiency, with consistent repeatability, and at a higher level of quality
- Shortened time needed to create new plans, open new communities and expand into new markets
- Integrating newly acquired companies takes the team just 3 months, down from the previous 6 to 8 months
- Named Builder Magazine’s 2021 Builder of the Year, mentioning HomebuilderONE as key partner



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“Since going live with HomebuilderONE, we have extended our use of the product. Our support from the team has been outstanding — second to none in my entire career.”

— Roger Brooks, VP of Information Systems and Technology at Activa



## Activa

Activa is a leading land developer and homebuilder based in Waterloo, Ontario. Founded 30 years ago, Activa is also one of the best-established homebuilders in the area. Some of its growth has come with acquisitions.

### Client:

Activa

### Country and Region(s):

Waterloo, ON, Canada

### Closings:

approx. 500/year

### Products and Services:

HomebuilderONE

## Business Challenges

- After acquiring another home building company, the organization was forced to work in two incompatible systems
- Sought to better manage the entire builder lifecycle from feasibility to post-sales services
- Streamline systems and operations after major acquisitions
- Support remote employees using mobile devices

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## How HomebuilderONE helped

- A single source of truth for the full builder lifecycle - from land feasibility through development, sale, construction, finance and post-sales customer service

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## Business Outcomes

- This was an out of the box deployment completed in just 7 months
- Gained detailed insights into profitability, helping managers to make better-informed decisions
- Increased the ability to build more units with greater efficiency, repeatability and higher levels of quality
- Shortened time needed to create new plans, open new communities and expand into new markets