HomebuilderONE Solution Map

Sales & Design Center

- Lead/opportunity definition
- Link to home plan and homesite
- Option selection w/ flooring
- Custom option workflow
- Quotations
- Earnest money
- Contracts, approvals and DocuSign

Operations & Homesite Start

- Pre-construction activities
- Home start planning
  - Costing review
  - Vendor selection
  - Margin review
- Simulated home start
- Health and safety
- Home start results
  - Purchase orders
  - Locked budget
  - Build schedule

Construction

- Vendor portal
- Lien waivers
- Scheduling
- Construction manager portal
  - Task completion & OK to pay
  - Field Pos including back charges
- Extras management
- Cut-offs and buyer variations

Customer Care

- Customer home orientation
- Close, accrual and customer care project activated
- Occupant history
- Customer care items
- Service orders with tracking attempted contacts
- Scheduled inspections
- Closure: Reason codes, root cause diagnosis, original vendor identification

Land Development

- Feasibility and budgeting
- Bidding and contract creation
- Vendor bid response
- Land progress claims
  - Vendor request
  - Approval/rejection
- Retainage

Master Data/ Community Setup

- Community, phase (hierarchy) and homesite creation
- Options definition
- Home plans master and release to community
- Bills of material
- Options release
- Costing
- Model home
- Releasing inventory homes

Onsite Bidding & Purchasing

- Vendor selection for bid
- Bidding process
  - Request
  - Analysis
  - Award
  - DocuSign
- Vendor bid response
- Flexible costs structure
- Vendor certificates

Pricing

- Pricing workspace
- Homesite premium pricing
- Base home pricing
- Options pricing
- Concessions management

Division & Corporate Accounting

- GL/AP/AR
- Wrap insurance
- Offsite to home allocations
- Home close, revenue recognition and accruals
- Financial & statistical reporting
- Ledger and budgeting
- Consolidations
- Compliance
- Human resources
- Fixed assets
- Indirect procurement

Marketing & Customer Engagement

- Gather and monitor customer demographic data
- Add on:
  - Multi-channel marketing campaigns with action analytics
  - Lead nurturing and opportunity qualification
  - Social listening and engagement