

From 2 Starts in 2008 to 500 in 2017, **Edward Andrews Homes** Uses “Best of Breed” Approach to Optimize Its Operations

*BuilderMT, Sales Simplicity, CG Visions, Punchlist Manager and Microsoft NAV All Work Seamlessly.
Now, 98% of All Projects Are Under Budget!*



**EDWARD
ANDREWS**
HOMES

If you ever want to see a home building start-up success story in action, look no further than Edward Andrews Homes.

In 2008, Edward Andrews Homes started just 2 homes. In 2017, it will start 500, after closing 300 in 2016 and 160 in 2015. (We see a pattern developing here.)

Will Edward Andrews Homes run out of land?

Not likely. It has options or take-downs available for over 2,000 more lots – a three-year supply – all in strong markets around the north Atlanta metro area.

And talk about expansive operations! Right now, Edward Andrews Homes builds in 12 single-family communities and 6 townhome developments.

Edward Andrews Homes: *Software in Use Today*

- BuilderMT, a MiTek® company
- Sales Simplicity, a MiTek® company
- CG Visions
- Punchlist Manager
- Microsoft NAV

A WIDE RANGE OF PRODUCTS

Edward Andrews Homes' products vary widely in price and size. Single-family units range from \$380,000 to over \$1 million, with an average sales price of \$575,000. Townhomes start in the “high \$300s,” with some units going for over \$700,000. When Edward Andrews Homes sees a new opportunity, it is flexible enough to jump on it. The company just developed a new 16-foot-wide in-town townhome product, at a price point that makes them competitive with renting, in the hopes of luring millennials.

STAFFING FOR GROWTH

How big is the team that's supporting all this growth and entrepreneurialism?

"We have 113 employees," said Scot Clark, Executive VP of Operations, who has been in the industry for four decades. "That includes 19 project managers, 30 sales people, 4 in estimating and production systems, 4 in purchasing, 13 in design, 4 in warranty, and 5 in production coordination."

"One reason we increased our staff recently is to take advantage of the townhome opportunity. Plus, we have also ramped up our 'active adult' market, for the 50+ buyer, which we'll sell in the high 300s to 500s price range," said Toby Brennen, Production Systems Director, and another multi-decade veteran of home building operations.

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- Scot Clark
Executive VP of Operations

BEST OF BREED SOFTWARE

"For a number of years, we really struggled with our software system," said Toby Brennen. "The system, which we used in conjunction with Quicken, was geared toward production homebuilding. If your business processes weren't in-line with the software, it became a challenge to utilize. When we got to 50-homes/year with our customer-centric process, we were bumping up against the capabilities of the system. We had to change."

Best of Breed, Yes. "When we set out to look at software, we subscribed to the 'best of breed' approach to software providers," said Scot Clark. "We have looked at other 'single platform' all-in-one software solutions, but with those you end up with modules that work just so-so. They don't really excel at their individual functions. With the best of breed approach, we get to pick the top software in each performance category. It's really the only way to go."

"In addition to the workflow, sales, and CAD/BIM capability we needed, we required an enterprise accounting package," added Toby Brennen. "Microsoft's position in this software sector, there were several options to consider. Microsoft NAV offered the optimum combination of flexibility, power, and cost effectiveness. "

MAKING THE RIGHT CHOICE

“When we attended the 2014 IBS,” Scot Clark said, “we really looked over the competitive landscape of software solutions, and we settled on BuilderMT, Sales Simplicity, and their integration partners. The fact that BuilderMT’s Workflow Management Suite is also integrated with Microsoft NAV made the choice even simpler for us. We worked with BuilderMT’s partner, Western Computer, for the accounting package implementation, and we found they were open to accommodating our very specific needs.”

“At the IBS, we spent hours with the various teams, and we came away convinced that we were dealing with a really committed group of people. So, we started our implementation with BuilderMT, Sales Simplicity, and Microsoft NAV, and we added on from there, implementing CG Visions, to manage the 87 plans in our portfolio, half of which are in BIM. We also implemented Punchlist Manager, to tighten up our after-market care,” Scot Clark added. “All of these systems are pre-integrated, and that integration just gets tighter and more detailed over time. Nonetheless, we were over-ambitious on our time schedule for the roll-out.

We started the process in April 2014, with our initial community going live in April 2015. With fine-tuning, all communities were 100% live and online in July. We started the process by having to move large ‘rocks,’ but now, we are down to just playing with a few ‘marbles’” Toby Brennen added. “To be honest, we made the process more challenging by bringing on 22 new communities and adding over 20 new plans to our portfolio while going through implementation.”

BIM > ESTIMATING

“With the CG Visions tie-in, we are making great progress toward our goal of estimating right out of the BIM, once options are selected in Sales Simplicity and passed in. That accounts for half of our recent starts, and I’ve been impressed with the precision,” added Toby Brennen. “Working with CG Visions, we have made BIM models of our top 15 model plans in circulation. For the other half that are still in CAD, for now we use PlanSwift for the estimates. In my opinion, the single biggest benefit of BIM isn’t accuracy but flexibility. We can implement individual plan modifications quickly; and series based changes can be done in a fraction of the time.”

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Right now, with the implementation a success, we’re just tweaking knobs for the reports we need. For data geeks like us, it’s just plain fun at this point!

- Scot Clark
Executive VP of Operations

RESULTS, RESULTS, RESULTS

"We are pleased with our choice of solutions," said Toby Brennen. "I've been implementing and working with home building software solutions for 30 years, and there are always a few stumbling blocks when you're setting up software to integrate and manage complicated processes. But with the BuilderMT-Sales Simplicity family of integrated solutions, the typical challenges had already been addressed leaving us to focus on our unique opportunities."

UNDER BUDGET?

"The ultimate test of a software package is not how many things we've tweaked and fixed over the implementation process," said Scot Clark, "it's how many of our projects are on budget along with coming in on time with the right construction cycle times. In this regard, the software we selected is a homerun. For the townhomes, 100% of our projects managed by the software are at or under budget. For our single-family products, 98% are at or under budget."

"That performance is a remarkable improvement from when we were running our previous system, when we were grossly over budget, and had no real control over the process. Now, with reports from NAV, BuilderMT, and Sales Simplicity, we have genuine insight into our operations. Right now, with the implementation a success, we're just tweaking the knobs for the reports we need."



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ABOUT EDWARD ANDREWS HOMES

With a mission to transform the home building experience, Paul Corley, Todd Hager and Scot Clark leveraged decades of leadership in the homebuilding and land development industries to establish Edward Andrews Homes. With a team of designers, project managers and sales consultants operating under one corporate structure, the company's mantra, "Custom Homes. Reimagined." is realized through a unique offering of custom homes and townhomes built from the \$300's to upwards of \$1 million. www.eahomes.com

ABOUT BUILDERMT

For the home building industry at large, BuilderMT (a MiTek company) provides highly-customizable workflow and building-process-management software that works in tandem with leading accounting systems and other wireless and jobsite productivity tools, such as CRM and warranty management. For 20 years, BuilderMT systems have been purchased by more than 1,000 home builders and cumulatively used as a desktop workflow tool by upwards of 10,000 home building professionals. BuilderMT is widely recognized as a leader in process-driven, best-building-practices for home builders, as well as customer service, warranty applications, online training and innovative wireless applications. To learn more, visit www.BuilderMT.com, or call (888) 757-1991 ext. 271.

ABOUT SALES SIMPLICITY

A MiTek company, with direct Web Services integration to BuilderMT, Sales Simplicity's highly intuitive CRM system offers features similar to SalesForce.com, but Sales Simplicity's CRM is tightly integrated into Sales Simplicity's award-winning, Cloud-based, sales-automation platform, and the entire system has been specifically envisioned for home builders. Since Sales Simplicity is already linked deeply into Facebook, Twitter, and other social media systems, users of Sales Simplicity's new CRM features will immediately benefit from single-platform, dash-board-driven campaign management tools linked directly to web analysis, eMarketing, lead management, follow-ups, and new prospects. More info: www.SalesSimplicity.net

ABOUT CG VISIONS

CG Visions is the leading provider of "Building Information Modeling" (BIM) solutions implementation and consulting, offering not only planning expertise, but also the "heavy lifting" capacity to help builders reach their goals. The comprehensive CG Visions strategy allows builders to evolve their operations at a pace and scale of the builders' choosing. Customers have relied on CG Visions to assist in the selection of the right BIM software, integrating back-office software, estimation services, home plan input, training, option management, digital marketing services, Quickstart Kits, Revit add-ins and CG Visions' flex floor plan configurator, eHome. CG Visions' Pipeline is an award-winning estimation and organizational platform, built purely for the residential construction market. Learn more: www.CGVisions.com; or call 888-988-4BIM.

ABOUT WESTERN COMPUTER

Western Computer has designed and implemented business solutions that work well for a wide array of industries since 1987. Over 140 resources across North America provide deep knowledge that is unmatched for Distribution, Manufacturing, Advanced Jobs, Rentals and many more. For the past 3 years, Western Computer has ranked among the top 15 of Account Today's 100 most powerful Top Accounting Resellers. More info: www.westerncomputer.com

ABOUT PUNCHLIST MANAGER

Service Software is the creator of Punchlist Manager.NET™, Restoration Manager.NET, Equipment Desk and Inspection Manager.NET software programs. We automate work order management, service and inspections for home builders, general construction, and trade contractors, as well as for inspection services, fire & safety inspection companies, and fire & water restoration. Service Software has been providing services since 1993 and now serves more than 10,000 users at over 1,500 companies worldwide. Learn more: www.PunchlistManager.net.

ABOUT MITEK

MiTek is a diversified global supplier of software, engineered products, services, and equipment to the residential, commercial, and industrial, construction sectors. MiTek Industries' passion for its associates' well-being and its customers' success is the company's hallmark. A Berkshire Hathaway company (NYSE: brk-a, NYSE: brk-b) since 2001, MiTek has operations in more than 40 countries on six continents. Learn more: www.MiTek-us.com and www.MII.com.