

---

# CONSTRUCTECH

---

## In the News

---



### BIM Builds Better Homes

While some homebuilders are still kicking the tires on what BIM (building information modeling) means to them, others are experiencing higher margins as the result of implementation. One builder in particular has even found a way to extend the power of the model to each key part of the build-through-sales process.

Logan Homes, [www.loganhomes.com](http://www.loganhomes.com), Leland, N.C., has pieced together a group of software solutions that help it tie 3D BIM modeling directly to estimating and purchasing, as well as extend the benefits out to materials and component suppliers. The builder, which plans to have 150 homes starts this year at an average of \$300,000 per home, is a rare example of how a residential company has firmly embraced truly cutting-edge technology.

The company uses modeling technology from Argos Systems, [www.argos.com](http://www.argos.com), Bedford, Mass., adding services and software from CG Visions, [www.cgvisions.com](http://www.cgvisions.com), Lafayette, Ind., that helps it transform into the 3D world. This is no easy task given the fact it has 78 base plans, 275,000 option combinations, a design center, and 40 model homes. Focusing on the drafting and options–selection processes, Logan is now working with three–dimensional digital takeoffs that help it piece together this myriad of options more efficiently.

The company also credits workflow and production software from BuilderMT, [www.buildermt.com](http://www.buildermt.com), Lakewood, Colo., to help it obtain what it calls a “profitability analysis” during the options–selection process. This data can then be transferred to and from other mission–critical systems throughout its organization.

Using BuilderMT, Logan Homes is able to know its pricing, which helps to determine its profit per home prior to starting construction. Logan has a predetermined benchmark of 10–12% profit margin, and if the profit runs below this amount, then it determines variances that exist, and is able to adjust the option–combination price.

The sales process also experiences benefits from this process. According to Logan, this approach has allowed it to trim 78 home plans down to bare units, which are then “optioned out” during the sales process, using community–specific, lot–specific scenarios. Each option is assigned a community–specific price, which in essence puts an end to a proliferation of plan sets.

While it is early into the process, it seems Logan Homes has a good handle on how to appropriately apply the process of BIM across all of its key operations. It’s good success stories such as this that help set the stage for more widespread adoption going further.

---

By [Constructech Staff](#) | 11/14/2011

---

