



Verity Homes Uses BuilderMT to Scale Up 25 Starts in 2012 to 154 Units, *Without* Having to Add Extra Staff

BuilderMT Links Estimating Directly to 3D CAD Systems, Generating Precise “Should Cost” Pricing on Semi-Custom Homes

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LAKEWOOD, Colo.--(BUSINESS WIRE)--BuilderMT announced today that one of its clients, Verity Homes, is achieving extraordinary results from using a best-of-breed application of workflow software that includes multiple modules of BuilderMT and its strategic technology partners. Taking advantage of a building boom in North Dakota, Verity Homes will start 154 homes in 2012. That is an increase of 25 starts over 2011 figures, yet Verity Homes was able to scale up those 25 additional starts (a 20% increase) *without* the need to add additional staff. Verity Homes carries just 22 employees. Given that Verity Homes achieves an average margin of 6% on \$220,000 average unit sales, Verity Homes was able to pick up over \$300,000 in additional net profit just with the capabilities BuilderMT and its strategic technology partners brought to Verity Homes' operations.

Verity Homes uses BuilderMT to manage building in 17 neighborhoods, using 38 base home plans. The Company runs very lean operations, and construction cycle times range from 105 to 140 days, depending on the model under construction. “We also do something interesting with our CAD system, which we have tied into BuilderMT and Sage,” said Verity Homes' Art Goldammer. “For our CAD software, we use Vertex, and for managing our 3D images and the data they generate, we implemented CG Visions' BIM Pipeline product. We have Vertex and BIM Pipeline linked ‘upstream’ to our options selection system and ‘downstream’ to our accounting and workflow. With those linkages, we are able to let a buyer option out a home, while in real time we simultaneously obtain our ‘should cost’ for the home, along with the retail price we will charge. The buyer immediately gets a price for what looks and feels like a custom home, yet we are able to price it out – and build it – as if it were a production home.”

About Verity / Red Door Homes

At Red Door Homes, we combine a compelling sales price and a customizable plan portfolio, maximizing our clients' investment while minimizing the stresses commonly found when building a custom home. Red Door Homes of North Dakota is a custom portfolio home builder specializing in scattered site construction. Our mission is to create a living environment that suits the unique lifestyle, location and budget of every client. More info: <http://RedDoorHomesnd.com>

About BuilderMT

For the home building industry at large, BuilderMT 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 15 years, BuilderMT systems have been purchased by nearly 900 home builders and cumulatively used as a desktop workflow tool by upwards of ten thousand home building professionals. BuilderMT is widely recognized as a leader in process-driven, best-building-practices for 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.

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