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Time to "BIM Up" Your Homes?

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Looking to enhance the customer experience for your homebuyers? Perhaps it is time to try and "BIM-up" your home plans in an effort to apply some sophisticated modeling and options-selection enhancements to the overall process.

This is precisely how Arthur Goldammer, CEO, Verity Homes, which is a Red Door Homes' licensee, www.reddoorhomesnd.com, Bismarck, N.D., describes how technology has helped enable better home plans, interactive floor plans, and options-selection systems for the company. This semi-custom homebuilder, which expects to start more than 150 homes total in 2012, is always willing to accommodate when it comes to home options. This includes structural options that have the potential to materially change the base design plan of a home. It is for this very reason that the ability to "BIM-up" its operations became so appealing.

As Goldammer says, when adding up all options across its 38 plans, the builder ends up offering more than five million possible combinations. But the company is focusing largely on roughly 300 options per plan for an average 1,900-sq.ft. home. This means Verity Homes is able to consistently achieve between 4% and 8% net margins, depending on the product.

Bringing the right technology partners in order to help manage operations quickly became a job for CG Visions, www.cgvisions.com, Lafayette, Ind. The company's BIM Pipeline division has taken the process to another level by allowing the builder to link interactive floor plans directly to such things as pricing and purchasing. In essence, this allows Verity Homes scale up 20% in starts without having to add on any additional personnel.

Even with the BIM Pipeline product implemented at the company it still works with CG Visions to create all of its plans, with options, and to create all the documentation for lot-specific job starts. Through the help of the company, Verity Homes is pulling accurate bills of material from custom-optioned houses on a lot-specific basis.

According to Goldammer, the company knew it wanted to take home plans and make them digitally interactive on the company Website. By bringing in a partner like CG Visions to help link the new-home renderings with the models, the builder is now able to share options data with its third-party products, including scheduling, accounting, and sales management.

This is simply the latest story around how homebuilders have fully embraced the idea of BIM. It helps to have good partners that can prove such a process can benefit more than simply home designs, and instead touch multiple mission-critical aspects of a homebuilding project. In the end, this makes a perfect case for builders to "BIM-up" their homes.

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