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Allen Edwin Homes Uses CG Visions' BIM Pipeline to Bring Supreme Accuracy & Flexibility to Options Pricing, Margin Control, and Predictable Profits

ALLEN EDWIN HOMES

Allen Edwin Homes is consistently among the elite top-100 home builders that regularly draws the admiration of its peers. Their success is hard to ignore.

In 2015, Allen Edwin Homes ranked #65 on the Builder list of top-100 U.S. builders, with 600 closing and $132 million in revenue. (That was up from #72 on the 2014 list with 580 closings). Now, the Company – based in Michigan – is experiencing unprecedented success. Allen Edwin Homes is confidently projecting 680 closings in 2016. A quick glance at their excellent website shows they are an active builder in 6 Michigan regions and Indiana, building in over 100 communities.

Working with a staff of just 100 employees (including the sales team), Allen Edwin Homes focuses on a wide range of products, including condos and duplexes. But the Company really excels at building single-family homes, and Allen Edwin Homes has an ample stock of starter and move-up models in its product mix. They are also very focused on giving buyers what they want in terms of structural and decorative options for their new homes.

Three Starts a Day. 1,000 Options Per Start.

"We are working at a consistent and quick pace. We start three homes every workday," explains Matt Robbins, Allen Edwin Homes' CAD & Estimating Manager.

"For each one of those homes, across 59 home plan offerings (30 of which are in high usage), we offer easily 1,000 options per home. Buyers choose the options from a 7,000 square foot design center, working with our design consultants, who log the choices into our sales system, Sales Simplicity."

"That's an enormous amount of data to track," explains Stacie Gratz, Allen Edwin Homes' Business Technology Man-

"Now, with the power of those models, and the data they contain, coupled with BIM Pipeline's estimating capabilities, we will be able to process 680 starts with just three people in estimating and purchasing and two in drafting."

Matt Robbins,
CAD & Estimating Manager

ager. "Before we had all the right software systems in place, we did not have highly regimented systems for pricing the options, adding our margins, protecting those margins, and accurately forecasting profitability. With these integrated software solutions in place, we do now."

As much as Allen Edwin Homes is widely admired for its products, it is equally admired for how well they have leveraged leading software solutions to bring order and predictability to managing so many housing starts. Over a period of years, Allen Edwin Homes has implemented and perfected BuilderMT, Sales Simplicity, Punchlist Manager, and Vertex BD (for its CAD and 3D modeling capability). But the crowning achievement of the Company's software choices has been Allen Edwin's choice of CG Visions' BIM Pipeline.
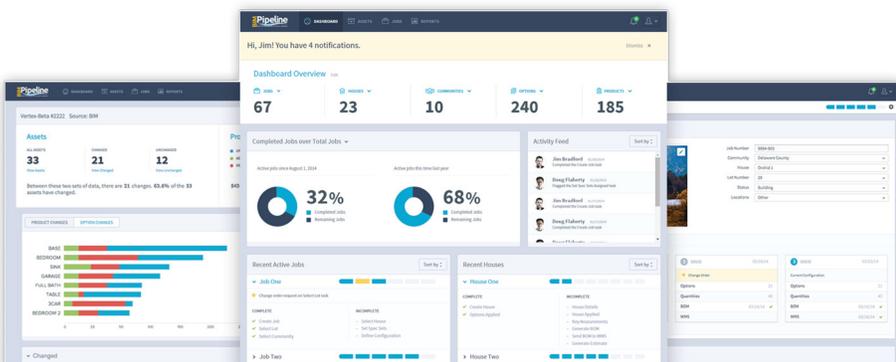
CG Visions' BIM Pipeline: What it Does

Two years ago, with these core software systems in place, all tightly integrated, we realized that we could do far more to leverage our 3D modeling capability in Vertex BD," Matt Robbins said. "Specifically, we saw an opportunity to extract product data from our BIM models, and have that resulting data automatically generate purchase orders in BuilderMT by using BIM Pipeline. Since Builder-MT contains all the current vendor pricing, we are now able to get extremely accurate pricing on our options, as we apply the appropriate margins. All of this is happening at a lot-specific level."

"Pricing accuracy is the most-helpful feature of CG Visions' BIM Pipeline," Stacie Gratz explained. "There is no guesswork and no mystery as to what options cost us, or what profit we achieve from each one. It essentially makes the predictability of our profitability a highly accurate empirical science, whereas in the past it was partially guesswork."

Here's how CG Visions' BIM Pipeline works. The Cloud-based software essentially bridges the gap between design and estimation. In years past, before CAD systems were as powerful as they are today, or even back when architectural plans were all on paper, the home plans were essentially static documents. Any information that was contained in the image, per se, had no value

Allen Edwin Executive Summary:
#65 in 2015 Builder Top-100 Builders
600 in 2015 Closings
$132 Million in 2015 Revenue
680 in 2016 Closings (projected)
59 Models, 1,000 Options/Model
6,000 SF Design Center
Builds in 6 Regions & 110 Communities
100 Employees: 22 Site Supers,
3 in Estimating, and 2 in Drafting

About Allen Edwin Homes

"At Allen Edwin Homes, we know that there are many important factors that go into deciding where you want to live; schools, close to work, close to downtown, suburban lifestyle, recreation opportunities, close to airport, etc. That's why at Allen Edwin Homes we have new home communities throughout Michigan and Indiana. Combine great locations with the style, quality and unprecedented value in our new home floorplans, and it is easy to see that at Allen Edwin Homes - it's all about you!

Learn more at **www.AllenEdwin.com**

in the estimating or purchasing workflows…unless someone transcribed the product data to the estimating or purchasing software systems.

Now, with CAD systems as powerful as Vertex BD, which is used by Allen Edwin Homes, the product data can be digitally extracted through automated systems in BIM Pipeline and instantly matched with product tables and pricing contained in the BuilderMT purchasing system. Of course, BuilderMT is already tightly integrated with CG Visions' BIM Pipeline. (BIM Pipeline is so adaptable that users don't even have to use BIM to take advantage of its capabilities. Although Allen Edwin uses Vertex BD, BIM Pipeline is fully and tightly integrated with other BIM Platforms such as Autodesk's Revit and SoftPlan, as well as 2D takeoff applications such as PlanSwift and eTakeoff.)

With the BuilderMT integration, BIM Pipeline supports a variety of different workflows, allowing builders to connect the actual design with purchasing systems. BIM Pipeline is a rules-driven estimation application, and it essentially uses BIM data to directly drive detailed take-offs, offering unprecedented accuracy. Today, CG Visions' BIM Pipeline enables Allen Edwin to leverage BIM data to create full, plus/minus master-plan estimates, as well as option-isolated, lot-specific estimates.

"It has taken us two years of work, but we now have 99% of our plans in BIM models," Matt Robbins explained. "With the power of those models, and the data they contain, we will be able to process 680 starts with just three people in estimating and purchasing and only two in drafting. We really feel equipped to scale up without staffing up, and that is a real testimony to the utility of the suite of software applications."

VPOs All But Disappear

"Even better," Stacie Gratz added, "our variance purchase orders have dropped dramatically. Last month they were below 2%. And our goal was 3%! The software is working better than we ever imagined, and part of the low rate of VPOs is that we have CG Visions' BIM Pipeline tracking option costs, markups, and installed costs, so we have complete visibility to our cost and what we price the options for to our customers."

"If we need to change pricing," Matt Robbins said, "or if we need to push our margins up or down, we have the flexibility to do that universally across all options, or with just one option. It's amazingly flexible. Though it took lots of work and dedication, it is nothing short of a big success for our entire team."

"Our variance purchase orders have dropped dramatically. Last month they were below 2%. And our goal was 3%!"

Stacie Gratz,
Business Technology Manager

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About CG Visions' BIM Pipeline

CG Visions' BIM Pipeline is a true innovator in the world of Cloud-based, rules-driven materials management and estimation, and it was recently awarded the coveted 2016 Constructech Top Products award. Using such solutions as Vertex BD, Revit, SoftPlan – and information from PlanSwift, eTakoff and other software – BIM Pipeline uses BIM data to directly drive detailed takeoffs to leverage multiple workflows spanning from traditional estimation methods. This allows homebuilders to leverage data to create full master plan estimates and bill of materials reports for options and lot customizations. BIM Pipeline also offers such features as supplemental to bid items, early model/option and job-cost analysis, community standard costs, and community standard option costs. CG Visions also offers full services in BIM implementation, plan conversion, and marketing services.

Learn more at **www.CGVisions.com**