



 **LOCAL CUSTOM BUILDER**
 **\$1.5M - \$5M / HOME**

 **25-30 STARTS / YEAR**
 **OPERATES IN NM**

CHALLENGE:

Candelaria Homes, known for large custom projects, faced challenges entering the spec home market without the necessary construction management infrastructure.

SOLUTION:

Partnering with Builders FirstSource, Candelaria Homes implemented MyBLDR with the goal of streamlining project scheduling and improving crew management. They also implemented Home Configure to enhance their marketing with 3D visualizations. Both Digital Tools support their entry into this new segment.

“WE BELIEVE THAT THE ULTIMATE GOAL OF ANY NEW CONSTRUCTION PROJECT IS TO CREATE A HOME THAT’S UNIQUELY YOUR OWN - AN EXTENSION OF YOUR PERSONALITY, STYLE AND TASTE. BFS AND THE DIGITAL TOOL SOLUTIONS HAVE ALLOWED US TO DELIVER AN INDUSTRY-LEADING EXPERIENCE FOR OUR CLIENTS TO VISUALIZE THEIR HOME, WELL BEFORE IT’S BEEN COMPLETED.”



Adan Candelaria
 Owner
 Candelaria Homes



CUSTOMER BENEFITS:

 **Time Savings**

Efficiencies gained from MyBLDR and Home Configure are reducing time spent on project management and design by as much as 20%.

 **Cost Savings**

Access to the scheduling module is allowing Candelaria Homes to better track the flow of materials and labor across multiple job sites, saving both time and money.

 **Lead Generation**

Candelaria Homes will be adding Home Configure to their website in the near future. The anticipated benefit will be increased lead generation by allowing them to market their homes prior to construction.

