



REGIONAL PRODUCTION BUILDER
\$350K - \$1M / HOME

200 STARTS / YEAR
OPERATES IN MN & WI

CHALLENGE:

Creative Homes wanted to attract higher-end customers with personalized home design options but found that many customers were overwhelmed by the decision-making process. Buyers in this price range also expected to view selections online without multiple trips to the design studio. Creative Homes was also looking to accommodate more price-conscious customers who may not have the budget for more extensive upgrades that they might see in the design studio. Lastly, Creative Homes was looking for a better way to control lot selection and management.

SOLUTION:

Creative Homes digitized their design studio using Home Configure. We created photorealistic 3D visualizations to serve as a virtual sales and design center for their Lifestyle Series and as a decision support tool for their custom line. This allows them to visualize the design packages curated by their team, ensuring a more satisfying and accessible design process. Community Maps were also implemented for real-time lot selection and management.

“THIS VISUALIZATION SOFTWARE IS AMAZING TO SHOW THE HOMEOWNER HOW THEIR HOME WILL LOOK WITH DIFFERENT COLORS AND ACCENTS. IT HAS BEEN A GAME-CHANGER IN THE DESIGN STUDIO EXPERIENCE.”



Erin Lawson
 Design Studio Specialist
 Creative Homes



CUSTOMER BENEFITS:

- ✓ **Cost Savings**
 Creative Homes has leveraged Home Configure as a virtual design center, reducing the cost to serve their customers.
- ✓ **Lead Generation**
 Use of Home Configure on Creative Homes' website has helped to boost their lead generation efforts with higher-end homebuyers - 80% of that traffic is first-time visitors.

- ✓ **Brand Enhancement**
 Creative Homes used extensive structural configuration options and allowed their buyers to virtually design their home online, differentiating them in the markets they serve.

