

**LOCAL BUILDER****\$350K - \$650K / HOME****65-75 STARTS / YEAR****OPERATES IN GA****CHALLENGE:**

Josselyn Homes had several challenges including marketing their homes under development, managing a complicated design process, and transparency/access to invoices.

**SOLUTION:**

Josselyn Homes implemented Home Configure to help market their homes and simplify the design process, while at the same time leveraging MyBLDR to gain the necessary visibility into invoicing on a job-by-job basis.

**"HOME CONFIGURE HAS ENABLED ME TO MARKET MY FINISHED PRODUCT PRIOR TO THE COMPLETION OF CONSTRUCTION, ULTIMATELY HELPING TO DRIVE SALES AND CLOSE HOMES FASTER."**



**Walter "Joss" Josselyn III**  
Owner  
Josselyn Homes

**CUSTOMER BENEFITS:**

- ✓ **Time Savings**

Home Configure has given Josselyn Homes the ability to drive revenue by marketing a finished product before construction ever begins. They're posting on MLS 2 weeks sooner, giving them an advantage.

- ✓ **Lead Generation**

Josselyn Homes eliminated the need to wait for construction to finish before marketing their homes. They now enjoy the ability to generate leads for their homes before construction begins.

- ✓ **Business Process Optimization**

Greater transparency and access to invoices has enabled Josselyn Homes to operate more efficiently and break down costs on a job-by-job basis. Marked up plans even helped one of their new superintendents learn the application of their products and how conventionally framed roofs were built in the field.

