



HIGH-END CUSTOM BUILDER



\$1M - \$5M / HOME



40 STARTS / YEAR



OPERATES IN GA & SC

CHALLENGE:

Front Light Building Company was looking to solve several challenges. Relying on 2D plans made it challenging to gain buyers' trust and get accurate bids as plans evolved. They also needed a solution to manage multiple aspects of their construction projects efficiently, including plan storage, scheduling, and budgeting.

SOLUTION:

Front Light leveraged Build Optimize to resolve construction conflicts virtually, Home Configure and Render to transform 2D plans into a collaborative 3D virtual experience, and MyBLDR to address many of their other challenges. In addition, Front Light aligned their virtual product catalog with their design center.

“THESE TOOLS GIVE OUR ORGANIZATION A COMPETITIVE ADVANTAGE BECAUSE WE CAN BUILD THAT BOND AND TRUST WITH THE CUSTOMERS MUCH, MUCH SOONER THAN WE DID BEFORE.”



Matt Green
President & CEO
Front Light Building Company



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CUSTOMER BENEFITS:

✓ Cost Savings

Collectively, Digital Tools are saving Front Light \$300K+ annually by reducing design and construction cycles.

✓ Lead Generation

Home Configure and Render have contributed to a 60% increase in sales of Front Light's full custom product in 2024.

✓ Business Process Optimization

Digital Tools have delivered efficiencies to Front Light's operations, not only enabling them to grow both sales and market share, but also allowing them to expand into new markets.

