



BREAKING DOWN BARRIERS TO EFFICIENCY AND EXPANSION

Davidson Homes is a company on the rise. At the age of 24, Adam Davidson founded his business with two spec homes in Huntsville, Alabama and steadily grew the enterprise to 39 closings in its third year of business.

Yet as Davidson's competitive strengths furthered their success, the company experienced considerable strain on operations. With their sights set on market expansion, Davidson needed a creative solution for tightening operations without sacrificing quality and value for their customers

OUTGROWING SMALL COMPANY SYSTEMS

With a diverse offering of properties and features, Davidson sees the nimbleness of being a smaller private builder as an advantage. "We're different from public builders," says Davidson. "We make strong business decisions, but understand it's about more than just numbers. We're able to offer value and options for customization that others can't."

This customer-focused approach spurred growth from the outset, which in turn, uncovered inefficiencies. Handling vendor

invoices was not only extremely time consuming but also prevented effective cost management and analysis. Davidson's superintendents would often spend 20 percent of their week – at times entire days – processing a mountain of paperwork and managing discrepancies.

Value engineering had always been a competitive differentiator for Davidson, and they wanted to retain that agility. They needed a solution to help reduce errors and improve management of time and resources as they grew.

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— Adam Davidson, CEO of Davidson Homes

ELIMINATING PATCHWORK PROCESSES AND SILOS

To streamline operations, Davidson deployed the BuildTopia construction solution from Constellation HomeBuilder Systems. The builder utilized the web-based software to centralize information, automate processes, improve scheduling, and streamline communication between departments and trades.

Yet as Davidson's business evolved, so did its software needs. "Our revenue doubled, and we expected it to double again," said Davidson. "As we prepared to enter new markets, the time had come to advance to an end-to-end solution."



TIGHTENING OPERATIONS WHILE EXPANDING MARKET REACH

To support their growth, Davidson again turned to Constellation, and selected NEWSTAR as their single enterprise resource planning (ERP) solution to handle all aspects of their current operations and future business needs.

- **Sales** makes contracts easier to manage, and upon signing, automatically pushes purchase orders to trades. Davidson's managers are equipped out in the field with tablets, signing off with vendors from the work site and paying PO's on the go.
- **Production** simplifies the management of Davidson's plans and options. From contract to close, Davidson's homes are built according to exact standards and delivered on time.
- **Purchasing** allows users to view and print purchase orders anytime. A portal for Davidson's vendors and trades makes relationships more effective, improving communication and quality of work.
- **Scheduling** gives users easy, 24/7 access to real-time schedules via smartphone and tablet, making onsite work infinitely more efficient.
- **informXL for NEWSTAR** provides Davidson with customized analysis and simplified Microsoft SQL-based reports to elevate business intelligence and accelerate decision making.
- **Land Development** controls and automates workflows to help Davidson maximize profits when prospecting and purchasing land parcels.
- **Accounting** analyzes variances to prevent margin erosion. Davidson can track the price and availability of commodities in order to bring value to the customer in real time; for example, when lumber prices drop.
- **Design Studio Manager** enhances the home buyer's experience in the design studio and reduces appointment times. Davidson offers 250 options for customization, but previously only about 30 were presented to the customer. NEWSTAR gives agents easy access to a full library of products displayed at their fingertips. The client can customize their home in a visual, interactive experience that often results in sales lift.
- **Warranty** reduces the time it takes to complete warranty requests, with information from homeowners instantly available in the system. It corrects specifications, and flags partners with whom issues arise, making it easy to identify and correct problems.





A NEW WAY FORWARD: A SCALABLE SOLUTION FOR STEADY GROWTH

As CEO, Adam Davidson brings together the people, processes, and personal touch that power a thriving company. Beyond expanding to Nashville and Raleigh, the builder is taking steps to enter the Atlanta area and recently established its own lending organization as a new way to serve customers. The company also launched a rebranding initiative with a modern logo to support their push into new markets, products offerings, and business categories. With NEWSTAR, Davidson has a scalable solution to support this growth and promote the core values that set the company apart.

“Builders who want to maintain their profit margins without sacrificing quality must pay closer attention to the affordability of their products and get creative about how to bring exceptional value to their customers,” said Davidson. “NEWSTAR gives us the flexibility to make agile business decisions, dramatically improve processes, and ultimately satisfy customer demand.”

“The tighter we can build a home, the better prices we can give – it translates all the way down to the customer and their satisfaction with the process and product,” says Davidson. “NEWSTAR helps us manage the entire sales pipeline and build in valuable customer relationship management from sale to referral.”

— CEO Adam Davidson

