



BUILDERS RE-FOCUS ON CORE STRENGTHS TO INCREASE SOFTWARE ROI



Haverford Homes and Country Homes have re-built their internal processes using NEWSTAR Enterprise builder management software to unite their teams around a common goal.

NEWSTAR guides builders and developers towards two complementary goals: to empower builders with information to drive business objectives, and to simplify the building process to maximize our clients' ROI. Through partnerships with the nation's most innovative builders, NEWSTAR has evolved from "construction accounting software" into an integrated solution that enhances core strengths and improves the relationship between all business functions of a modern builder.

NEWSTAR CASE STUDIES: RE-STRUCTURING FOR GROWTH

NEWSTAR helps innovative builders to maximize internal resources and company strengths. The case studies that follow will illustrate how this powerful enterprise platform can be structured, or in these cases re-structured, to unite your organization around a common goal – and how commitment to your company's process will ensure that goal is reached.

Haverford Homes, a mid-size production builder, re-focused internal processes and communication between departments and external stakeholders to reduce duplication and waste. Country Homes, a premium local builder, refreshed their sales process with emphasis on a smooth customer journey and maximizing upgrades in the design center.

[READ THE CASE STUDIES >>](#)



A FIVE-YEAR GROWTH PLAN WITH NEWSTAR ENTERPRISE

Haverford Homes experienced steady growth in the early part of the decade, building over 2,000 homes across the Washington D.C. metro area since 1993. As a leading developer of single family and townhome communities with over 1,000 lots in its inventory, Haverford Homes embarked on a five-year plan in mid 2017 to deliver double-digit annual growth by increasing sales in the metro Washington D.C. region and entering new markets. To meet its growth projections, Haverford upgraded its NEWSTAR Accounting software into NEWSTAR Enterprise to manage the entire home building operation.



ACCELERATING GROWTH STRAINS CORPORATE PROCESSES

Having maintained a significant inventory of approved lots and a deleveraged balance sheet during the last housing recession, Haverford Homes was well positioned for continued growth. This growth caused strain on Haverford's existing operational systems. Manual processes, time-consuming communication and a lack

of integration resulted in duplication of efforts that impacted the bottom line. Processing vendor invoices not only was extremely time consuming but also prevented effective cost management and analysis. Haverford needed a fully integrated purchase order system with autopay capabilities.

Haverford Homes identified a systems deficiency: offline and wasteful processes, which if continued unchecked would prevent the company from growing to its full potential. With growth accelerating, the need for change became urgent.



NEWSTAR UPGRADES ALLOW FOR NEW EFFICIENCIES

To accelerate the implementation of NEWSTAR Enterprise, Haverford brought in systems consultants to augment a dedicated internal team. Concurrently, management focused on hiring individuals with systems experience. This dedicated team, together

with the software experts from Constellation, developed an improvement plan for each Haverford department, which was tailored to Haverford's internal structure and projected growth.

The Haverford team had the revamped system up and running in just six months. At launch, a fully upgraded NEWSTAR system allowed for new efficiencies: a purchase order payment system for greater accountability, Sales1440 with DocuSign for a digital sales process and digital contracts, cloud-based construction scheduling for communication with trades, and real-time reporting and dashboard for agile decision making.

"We needed a solution to unite all departments on the existing strong foundation – the core NEWSTAR accounting database. The Constellation Team carefully balanced our vision with current best practices for the industry, while taking advantage of the new functionality that NEWSTAR offers" says Nathan Sybrandt, systems and process consultant for Haverford Homes. "This allows Haverford Homes to confidently deliver on their commitment to quality, without ever sacrificing revenue."

DELIVERING EXCEPTIONAL HOMES, WHILE SAVING TIME AND MONEY

Haverford's software and hardware investment has transformed the firm to a best in class homebuilder. Sales upgrades have reduced the contract review and signature process by over 80%. Estimating and purchasing modules now communicate seamlessly with trades, reducing capital investments and labor costs. Accounting is able to process batch purchase orders within minutes instead of days. Business intelligence features enable management to make strategic decisions in real time, identifying issues and adapting quickly.

Haverford Homes has standardized communication across departments and has established a scalable internal process.

“Our operational system now provides accountability, accuracy and the foundation for consistent growth. We have the tools for accurate daily reporting. We have the systems for data analysis and growth planning. With large-scale developments of several hundred lots in the design and approval stage, we are looking forward to becoming a significant builder in the near future – in Washington D.C. and beyond.”

G. Sevag Balian | President, Haverford Homes

THE PROBLEM:

- ⊗ Siloed departments
- ⊗ Lack of communication and integration
- ⊗ Overwhelming manual work causing errors and duplication of efforts

THE SOLUTION:

- ✓ Upgrade NEWSTAR Enterprise to current version
- ✓ New modules: Sales1440 with DocuSign, NEWSTAR purchasing, NEWSTAR Electronic Funds Transfer, OnLocation Warranty, informXL

THE RESULTS:

-  **THE PURCHASING TEAM** optimized the buying process to minimize waste and increase buying power.
-  **THE CONSTRUCTION TEAM** implemented a unified, real-time scheduling system that provided build start and finish times with dependencies.
-  **THE ACCOUNTING TEAM** implemented a process for expenses that is cost-effective and provides informative reporting on financial performance.
-  **THE SALES TEAM** leveraged a system that easily guides staff through the entire sales process with constant data feedback.
-  **THE CUSTOMER CARE TEAM** manages and tracks warranty claims through a personalized online portal for customers.



THE UNITY OF DESIGN & TECHNOLOGY – THE NEWSTAR ADVANTAGE

The Rinomato family has established itself as a leader in the construction industry. For over 55 years they've built more than 3,000 homes across Canada, specializing in boutique communities throughout the Greater Toronto Area. With a reputation for honesty, integrity and hard work, each quality home is designed, built, and cared for with the family in mind; customer service and quality are the top priorities for Country Homes.

Country Homes is built on a foundation inspired by creative design, with Ernie Rinomato, President, who is a passionate artist with a love of modern art. The Country Homes sales office is home to some of Ernie's finest modern art pieces. "Country Homes approaches every new community with unique and innovative architectural designs. We provide unparalleled creativity. Our communities have plenty of space to run and play, we want our homeowners to create memories for years to come," says Country Homes President, Ernie Rinomato.



COMMUNICATION BREAKDOWN: PREMIUM HOMES REQUIRE INTERCONNECTED PROCESSES

Country Homes differentiates themselves through premium design and premium quality. With the housing market boom in Toronto,

Country Homes began to see a disconnect amongst their sales representatives, décor studio managers, warranty department, and with trades.

Country Homes had been using NEWSTAR accounting software since 2005, though the system had never been utilized to its full potential. Manual processes created ineffective communication and ineffective data flow between departments. With accelerating growth, these disconnects became more apparent and staff faced challenges to consistently deliver that premium customer experience.



THE NEWSTAR ADVANTAGE: CONNECTING DESIGN & TECHNOLOGY

For Country Homes, innovation begins in the sales process, as first impressions are especially important for premium homebuyers. Implementing NEWSTAR Sales management features allowed Country Homes to standardize and personalize the journey with regular communication at key milestones. Once the sales contract is signed in NEWSTAR Sales, NEWSTAR Enterprise will automatically push lot- and model-specific purchase orders to trades for work to begin.

Country Homes understands that commitment to buyers requires commitment to trades. To ensure quality, the team is in constant contact with 15-20 trades at any given time, and a 6-week checkup has been implemented to monitor deficiencies. With construction scheduling, trade management, and customer service all managed in NEWSTAR Enterprise, Country Homes is in control of its trades and its process.

But the real magic is in Country Homes' impeccable interior finishes – made possible by their autonomous décor studio, powered by Design Studio Manager.

THE TECHNOLOGY-DRIVEN DECOR STUDIO

Country Homes provides an industry-leading décor studio with a seamless customer experience in finishing the clients' dream home. During décor appointments, the focus is all about the homeowner. Their welcoming décor studio elegantly displays over 1,000 premium options, and through the online Wish List, customers receive the same experience before the first appointment with detailed pictures and virtual walkthroughs.

Color selection appointments are now highly productive. The software is responsive, allowing the team to get to know their homeowners and establish a familial relationship. Automated, data-driven technology brings their teams together; the sales department understands which products are performing and can forecast sales in the future. It also notifies their warranty team of the homeowner care they should be delivering based on the finishes selected.

At the end of each client décor appointment, the homeowner receives a detailed list of their desired selections and a contract is drafted up on the fly for internal processing. Everything is done quickly and conveniently, and every step is tracked and monitored.

Country Homes now has the right formula coupled with the right technology to maximize the customer and homeownership experience. The builder continues to share their love of developing elegant homes. Timeless designs and unsurpassed customer care: the Country Homes brand will stand the test of time.

“NEWSTAR gives us the ability to manage and control every aspect of the construction process. At the click of button, it allows us to consolidate and streamline dozens of operations.”

Anthony Rinomato | General Manager, Country Homes





THE PROBLEM:

- ⊗ Disconnected departments
- ⊗ Lack of data integrity
- ⊗ Losing focus on the core strengths
- ⊗ Lack of control in relationships with trades

THE SOLUTION:

- ✓ Upgrade NEWSTAR Enterprise to current version
- ✓ New modules: NEWSTAR Sales with DocuSign, Design Studio Manager, OnLocation Warranty

THE RESULTS:

-  **THE PURCHASING TEAM** established authority over their many trade partners by standardizing process and controlling payments until work is approved.
-  **THE ACCOUNTING TEAM** noticed smoother workflows since data synchronized across all business divisions and data is accessible in real-time.
-  **THE SALES TEAM** gained a dynamic sales process that reduced administrative errors; sales data became accessible from the design center to increase margins.
-  **THE DESIGN STUDIO TEAM** leveraged Design Studio Manager to guide client appointments and to automate creation of contract addendums.
-  **THE CUSTOMER CARE TEAM** accessed real-time warranty information lot-by-lot that allowed for a consistently premium customer experience.

SOFTWARE SUCCESS SHOULD BE MEASURED IN ROI

Enterprise software success is critical to the overall success of your business, and software success should be measured in ROI. Haverford Homes and Country Homes chose to revisit their software investment by considering the ROI of their chosen platform – NEWSTAR – looking towards future growth and goals. Working with the Constellation Team, these builders re-aligned their enterprise software to magnify their existing company strengths.

Haverford Homes faced ineffective communications with trades and wasteful internal processes. After implementing industry best practices to automate and standardize the building process, Haverford Homes can now communicate efficiently with trades, monitor and assess work processes across departments, and plan and forecast accordingly. Internal processes have improved, and their customers see professional, consistent messaging throughout the home buying experience and beyond.

Country Homes has automated their internal processes and communications across departments. Offering premium homes

increases the need for accountability in sales, trade performance, warranty department and décor centres. Country Homes has re-focused their enterprise software on their traditional core strength: family values. The premium quality of each home is assured, and the personal connection with each customer can be maintained across various homes and departments, while delivering each family a premium home and a memorable, positive experience.

With NEWSTAR and the Constellation Team, these builders can now confidently report significant returns on their technology investment – while building on the strengths that differentiate them from the competition.





WHAT'S AVAILABLE TO ME?



LAND DEVELOPMENT

- LandDev
- NEWSTAR General Construction

ESTIMATING & PURCHASING

- NEWSTAR Purchasing
- NEWSTAR Home Production Report Writer

ACCOUNTING & BUSINESS INTELLIGENCE

- NEWSTAR Accounting
- NEWSTAR Electronic Funds Transfer
- NEWSTAR Loan Draws
- Reporting & Dashboards

SALES MANAGEMENT & CRM

- NEWSTAR Sales
- NEWSTAR Site Maps
- NEWSTAR Web Leads
- NEWSTAR Document Management
- DocuSign
- Design Studio Manager

SCHEDULING

- OnLocation Scheduling
- VendorGo Application
- NEWSTAR VendorLink

WARRANTY & CUSTOMER SERVICE

- NEWSTAR Customer Service & Warranty
- Conasys
- OnLocation Warranty



ABOUT CONSTELLATION HOMEBUILDER SYSTEMS

As the largest provider of software and services in the building industry, Constellation HomeBuilder Systems has two goals: to empower builders with information to drive business objectives and to simplify the process of building homes and condos so you can maximize your return on investment. We provide innovative solutions as standalone or integrated systems, and our team of home building software experts bridges the gap between construction and technology. Our software is built on the feedback and best practices provided by our customers – the best and brightest home builders across North America.