

CASE STUDY



“ I have found the AxisPointe team to be true industry professionals, and I highly recommend them for your project. ”

ELLEN FORD | Sales Manager |
Palm Beach Resorts/Boca Las Vegas

Boca Raton
LUXURY CONDOMINIUMS
SOUTH STRIP

Boca Raton

Boca Raton Las Vegas is a new concept on the Vegas Strip. Never before have high-end, multi-family developments graced the skyline of one of the world's most famous cities. With individual units selling for \$500,000 up to \$1 million each and attracting an elite clientele, Boca Raton's goal was to offer the highest possible levels of post-construction customer service, from the initial walkthrough experience to the ability to communicate concerns in the future. AxisPointe helped Boca Raton meet its aggressive closing goals with a hassle-free, organized and elegant post-construction solution.

OVERVIEW

In an effort to create the most luxurious, exclusive and original mid-rise condominium community in Las Vegas, Boca Raton conducted market research to ensure every buyer's needs would be met. A prime location was selected—the quickly developing South Strip—that

would provide both easy access to the hustle and bustle of Las Vegas as well as a shelter from the busy city, where a sense of community could be established. There are approximately 750 units within the Boca Raton complex, with 14 different floor plans, all blending modern luxury and the iconic style of South Florida.



THE CHALLENGE

With hundreds of high-end units being constructed simultaneously, it was important that precise records of subcontractors, options, models, and other upgrades be kept straight and organized for each individual unit. Furthermore, the need to quickly access such information in the future would be of prime importance to guarantee satisfaction of the elite clientele.

- Manage hundreds of simultaneous closings with limited staff
- Track unit-specific information
- Manage thousands of service requests & punchlist items
- Create unit-specific closing packets
- Absorb hundreds of homeowner warranty callbacks

“The need for precision during the construction phase of Boca Raton was paramount, both in the quality of the workmanship itself as well as the ability to track and log unit-specific information into a central database,” said R. Jerry Peterson, President and CEO of Boca Raton. “With so many units being erected at once, organization of such vital information could be a formidable task.”

In addition, because Boca Raton was a cooperative effort between some of the nation’s top developers, contractors and engineers, the need for quality post-construction closing services was also key to maintaining the integrity of the overall project.

“We carefully searched for a post-construction partner that would represent Boca Raton well, offering our buyers a professional closing experience, from the walkthrough and punch list duties to a thorough orientation of each unit and the property as a whole,” noted Peterson.

To address these challenges, Boca Raton needed a trusted partner that could:

- Track and record precise, unit-specific information, including a list of subcontractors used, model numbers, option packages, and any other personal customization information.
- Streamline the creation of closing packets for hundreds of units simultaneously. This would require compiling the unit-specific warranty information in an organized fashion and presenting it to homeowners for future reference and use.
- Complete multiple walkthroughs quickly and professionally; document and report punch list items immediately.
- Conduct thorough homeowner orientations for each buyer, including a tutorial on the use and care of the new unit. This would need to include everything from replacing filters and running appliances, to using the common areas and amenities, among other specifics.
- Facilitate future customer service by absorbing post-closing customer calls and addressing customer needs throughout the one-year warranty period.

THE AXISPOINTE SOLUTION: HOMEPROFILE, BUILDERONCALL & HOMEWORX



“ I feel that AxisPointe was a strategic decision for Boca Raton. They helped us streamline the enormous task of closing out multiple units at once. Homeowners left feeling like they had been heard and there was a process in place for them to make requests in the future. This is the very realization of excellent customer service—one of our most important goals for the Boca Raton project. They hit the proverbial nail right on the head.”

R. JERRY PETERSON | President and CEO | Palm Beach Resorts/Boca Las Vegas

In its quest to provide an excellent post-construction customer service experience for each buyer, Boca Raton Condominiums chose AxisPointe to be its strategic partner.

“We saw what AxisPointe could offer Boca Raton in terms of both organization of information during the construction phase, as well as pre-closing walkthroughs and orientations for our buyers, and they proved they had the people, systems and know-how to accomplish the high customer service goals we had set for this project,” explained Peterson.

Compiling unit-specific information and creating a personalized packet for homeowners

AxisPointe went to work and carefully documented the construction process of all 750 units in the Boca Raton project, complete with customization details for each unit. The information was compiled into state-of-the-art AxisPointe HomeProfile closing packets, each of which include a personalized binder, a CD-ROM, and access to a secure online customer account that remains available for a period of ten years after closing. Implementing the system will be hassle-free for homeowners; they simply login to their MyHomeProfile website, where they can place service requests, access all of their home-specific information, and send warranty requests to Boca Raton with the click of a mouse.

“Because more and more homeowners are technologically savvy, we liked the fact that buyers in our contemporary facility would have contemporary access to the information about their homes and a way to communicate any concerns through the Internet,” shared Peterson. “AxisPointe’s system is unique and is something that builds value into the homeowner’s purchase immediately, not to mention the fact that it will save us time and money by absorbing post-closing calls.”

Performing a professional walkthrough and orientation experience

Boca Raton chose to implement AxisPointe’s HomeWorx—a service that alleviated the walkthrough and punch list demands of a high-volume project in its closing stage. AxisPointe representatives met with condominium buyers individually and conducted thorough walkthroughs of each unit. Detailed punch lists were created then immediately sent to the contractor for completion.

In addition, each homeowner received a professional orientation that detailed all use and care instructions for the unit, as well as helpful information about common areas, the courtyard, the swimming pool facility, CC&Rs and more. The AxisPointe representative also briefed buyers on the HomeProfile closing packet, introducing the online portal and the warranty book they would each receive at closing. Finally, AxisPointe’s BuilderOnCall service was introduced and the process for resolving warranty issues clearly explained.

“As a third-party post-construction firm, AxisPointe served as an advocate to both the buyer and to Boca Raton. For the buyer, this happened during the walkthrough stage, when the buyer and the representative discussed the unit and any punch list items to be addressed. For Boca Raton, AxisPointe helped ‘resell’ the buyer on the property, the amenities and the overall experience of owning a high-end condominium,” shared Peterson.

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THE RESULTS

AxisPointe has enabled Boca Raton Condominiums to offer a seamless and elegant post-construction experience for their buyers, despite the closing challenges often associated with multi-family developments. With HomeProfile, BuilderOnCall and HomeWorx, Boca Raton has been able to:

- Conduct 171 homeowner orientation walkthroughs in 10 business days.

- Manage over 3,000 homeowner punch list items with the general contractor.
- Provide a builder-branded written warranty for all homeowners.
- Document and archive every customer interaction for future risk management and subrogation purposes.
- Present every customer with a state-of-the-art HomeProfile closing packet that includes a personalized binder, a companion CD-ROM, and access to a customer-dedicated online account.
- Receive and manage all homeowner warranty calls for the first year of the builder warranty.
- Create and manage all warranty requests and work orders for the general contractor.

ABOUT BOCA RATON

Boca Raton is a mid-rise condominium project on the South Strip in Las Vegas. It is a cooperative effort between the finest developers, contractors, and engineers in the country. The senior development has used their expertise to create a unique project that exudes luxury and elegance. PGALL, LLC. has been nationally recognized as a designer of high-end condominiums, and its design concepts make Boca Raton one of the most desired mid-rise condominium projects in Las Vegas. The project engineers are from the premier Wright Engineering, and the general contractor, Martin-Harris Construction, is listed as Number 153 of the top 400 contractors in the country in Engineering News Record.

www.bocalasvegas.com

ABOUT AXISPOINTE

AxisPointe offers turnkey, outsourced post-construction services for residential home builders and multi-family housing developers. With special expertise in sectors where builders and developers have the highest legal exposure and greatest risk to their reputations (warranty management, call-back processing, and subcontractor insurance certification), AxisPointe offers HomeProfile, BuilderCertified, BuilderOnCall, and HomeWorx within its SmartBuilder Suite. All four services offer remarkably affordable outsourced, time-saving solutions to a builder and developer's most pesky problems: call backs, document tracking, and post-construction customer management. Visit www.axispointe.com to learn more.