

CASE STUDY



## Tuscan Villas [Gunsmoke Properties, LLC]

Competing for customers in the beautiful Utah Valley can be tough. With striking architecture and up-scale community features, Tuscan Villas was sure to attract attention. However, Gunsmoke Properties wanted to do more for Tuscan Villas homeowners to secure long-term relationships and drive referrals. AxisPointe helps Gunsmoke Properties provide Tuscan Villas’ homeowners with a truly unique post-construction experience that not only enhances customer satisfaction, but clearly sets the firm apart from the competition.

### OVERVIEW

Gunsmoke Properties has built a solid reputation in Utah as a high-quality production developer with a strong commitment to customer satisfaction. The firm currently has over 400 luxury condominium and townhome units in development at Tuscan Villas in West Orem, Utah.

### THE CHALLENGE

While Gunsmoke Properties (“the Firm”) is absolutely committed to quality building and superior customer care, they knew that their post-construction processes could be improved. Because of their attention to detail and commitment to client satisfaction, the Firm was spending hours continually monitoring, tracking and responding to service requests for their current premier project, Tuscan Villas ([www.tuscanvillas.com](http://www.tuscanvillas.com)).

"It was awkward handling all of our service requests manually," said Kerry Martin, Project Manager at Tuscan Villas and Owner-Representative for Gun Smoke Properties, LLC. "We needed to get organized and do a better job fielding and responding to our customers' post-construction needs."

As a 2-10 Home Owners Warranty® builder, the Firm also needed a standard procedure to provide Tuscan Villas' homeowners with warranty compliance information, as well as an easier way to facilitate resolution of warranty issues, disputes and complaints.

The Firm needed an efficient and effective way to:

- Streamline all warranty and post-construction service requests.
- Differentiate the Firm and Tuscan Villas from other builders and communities in the highly-competitive Utah Valley market.
- Easily respond to, monitor and document warranty management issues and service requests to ensure 2-10 Home Owners Warranty compliance.

#### THE AXISPOINTE SOLUTION: HOMEPROFILE



The Firm began using HomeProfile, AxisPointe's outsourced post-construction warranty and document management solution, in early 2007 on the Tuscan Villas project. With HomeProfile, they are able to provide Tuscan Villas' homeowners with complete information about their units. And although these are custom condominiums and townhomes with multiple amenities and options, HomeProfile makes it easy to assemble warranty information and home care manuals.

As the Firm completed the first 50 units in the Tuscan Villas project, they delivered 50 HomeProfiles to new homeowners at a special training and orientation event co-sponsored by AxisPointe. Along with personalized training and the opportunity to meet and greet builders, subcontractors and their new neighbors, each new Tuscan Villas' homeowner received a customized builder-branded binder, an all-inclusive companion CD-ROM and access to a private online account designed to streamline communication between homeowners, staff and subcontractors should post-construction or post-closing issues arise.

"We invited 50 homeowners and everyone responded positively to both the event and to the HomeProfile materials and system," said Martin. "Our clients were obviously impressed as they received their binders, and were encouraged to ask questions, taught how to log-in, and how to report problems and monitor service request responses. The AxisPointe orientation event, coupled with the HomeProfile materials and training, was clear evidence that our homeowners' experience is important to us even after the sale."

Tuscan Villas homeowners left the event ready to use HomeProfile's online system for submitting requests and the Firm is also using HomeProfile during the walkthrough process to make sure that all punch-list items are documented from the initial report through to completion.

"Many of our homeowners are computer-savvy people who are on their computers every day," added Martin. "With HomeProfile, they can quickly log in and report a problem when it suits their schedule, instead of interrupting their workday trying to track down the builder or subcontractors when they are on the jobsite."

**“ We’re More Professional and Organized With HomeProfile.”**

HomeProfile has helped the Firm streamline all of the tasks involved in managing service requests and post-closing warranty maintenance.

“When we get a service request via the HomeProfile online system, I can easily stay on top of it, add comments, and monitor progress,” noted Martin. “We’re simply more professional and organized with HomeProfile.”

HomeProfile allows builders as well as homeowners to access a convenient online system that encourages communication, collaboration and provides 24-7 visibility throughout the maintenance or warranty process. HomeProfile puts homebuilders on the cutting-edge by delivering the world’s most comprehensive database of manufacturer information, allowing them to add relevant documents as well as provide convenient access for their clients custom items specific to their home.

**Happy Homeowners Mean More Referrals.**

“HomeProfile is really important to keeping our homeowners happy,” said Martin. “We often sell a condo to a young couple and their experience with HomeProfile coupled with the high-quality features of

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Kerry Martin | Project Manager | Tuscan Villas

Tuscan Villas is so great that they’ll encourage friends or family members to buy a unit in the community”

The Tuscan Villas sales team even keeps a HomeProfile binder in the office and looks forward to sharing the benefits to potential homeowners. “We’ve received such positive feedback from future and current-homeowners about HomeProfile that it has become instrumental in our sales office,” Martin added.

**THE RESULTS**

Thanks to the HomeProfile solution from AxisPointe, the Firm has set a new standard for customer care at Tuscan Villas. With HomeProfile, the Firm has been able to:

- Drive referrals and stand out from the competition by delivering superior service to all homeowners, including fun and innovative HomeProfile training and orientation events.
- Provide homeowners with easy access to their home-specific information through a secure customized website, which makes it easy to report any problems – and archives all of their home care and warranty information for 10 years.
- Ensure 2-10 Home Warranty compliance using HomeProfile to respond, track and monitor service and warranty requests from initial report to completion.



### **TUSCAN VILLAS**

Enter the gates of an old Tuscan world and experience the simple elegance found at the Tuscan Villas. Homeowners enjoy the luxuries of a well-planned community with 22 acres of unique designs in architecture, rich colors, fountains, pools and courtyards. [www.tuscanvillas.com](http://www.tuscanvillas.com)



### **ABOUT AXISPOINTE**

xisPointe's outsourced post-construction services eliminate the hassle, risk, and unnecessary cost during the builder warranty period. Specializing in customized closing packets, buyer orientation and walkthrough, punchlist management, warranty callback processing, service ticketing, work-order management, and other warranty-related items. Learn more at [www.axispointe.com](http://www.axispointe.com).

