



Liberty Homes

With an ambitious “Liberty for Life” program designed to turn every homebuyer into a loyal lifelong customer, Liberty Homes needed to offer the highest possible levels of post-construction customer service. AxisPointe helped them meet their aggressive service goals with a complete, flexible, and elegant post-construction service solution.

OVERVIEW

Since 1994, Liberty Homes has been building its reputation in Utah and Arizona as a company with an absolute commitment to excellence. With its uncompromising focus on quality, customization, and customer service, Liberty Homes offers its customers a unique, personalized experience—whether they are purchasing a \$250,000 starter home or a \$900,000 luxury estate.

THE CHALLENGE

When Jerry Pay, vice president of strategic planning and sales, joined Liberty Homes a little over four years ago, he helped implement the “Liberty for Life” program, which works to keep loyal buyers coming back to Liberty Homes as they move through various stages of life and focuses on driving referrals to a wide range of different Liberty Homes communities. Quality homes and customization are the cornerstones of the program and Liberty’s business model—together with an absolute commitment to superior customer service that extends beyond the closing of the home.

As part of this customer service commitment, Liberty Homes was determined to set a new standard for providing warranty information and product care manuals for its homebuyers. The company didn’t want to leave the homeowner with the all-too-common “junk-drawer-based warranty management solution,” which means that all the manuals are crammed in a drawer somewhere with the subcontractor’s names taped on the back of a cabinet door. With over 50 models, 200 plus standard option packages, 110 subcontractors, and open-ended customization, the data collection and reconciliation demands for such detailed information—which must be precise right down to individual SKUs for every home—were formidable.

To deal with these challenges, Liberty Homes needed an efficient, effective way to:

- Outsource the process of assembling home care and warranty information.
- Maintain a good relationship with home owners through and beyond the sale.
- Keep loyal buyers coming back to Liberty Homes and encourage positive referrals.

THE AXISPOINTE SOLUTION: HOMEPROFILE



After exploring a number of different options, Liberty Homes turned to AxisPointe for a complete, customized warranty and closing document management solution.

“We really excel at building houses,” says Pay, “but not long ago we recognized that assembling warranty information in a high quality presentable form for home buyers reflective of the quality of home we were providing required working with someone experienced and dedicated to that purpose. So we looked for a top-flight outsource partner to help us assemble our home care and warranty information. We found that partner in AxisPointe’s HomeProfile.”

HomeProfile is a service that makes it easy to create attractive closing packets that include specific warranty, “use and care,” subcontractor, and home information. With HomeProfile, homebuilders can login to a convenient online system, pull relevant information from the world’s most comprehensive database of manufacturer information, add other documents that are relevant to the home or subdivision, and assemble all these materials into complete, organized homeowner

ABOUT LIBERTY HOMES

Since 1994, Liberty Homes has been building its reputation in Utah and Arizona as a company with an uncompromising commitment to excellence. Liberty Homes’ slogan, “Your Home, Your Way,” underscores its commitment to customizability. Whether customers are purchasing a \$250,000 starter home, a \$300,000-\$500,000 move-up, or a \$700,000-\$900,000 luxury home, Liberty Homes is determined to treat each buyer as valued and special. Liberty Homes offers a Home Design Center and cutting-edge architectural design to give buyers the freedom to customize any one of 50 floor plans. (www.libertyhomes.com).

manuals. Homebuilders can make these finished manuals available to homeowners in three different ways: In a personalized, presentation-grade leather or vinyl binder, on an all-inclusive companion CD-ROM, and through a private online account. Crucial information about every home remains available online for a period of ten years after closing.

“At the closing, we log in to the AxisPointe HomeProfile website with the buyer to show them the easy access. It just wows them, because it's a classy, complete service, which we are able to brand with the Liberty Homes name. Happy customers and referrals are inevitable. **JERRY PAY, Vice President of Strategic Planning & Sales, Liberty Homes**

Designing a flexible, customized solution

Liberty Homes needed a solution that could integrate quickly and painlessly with their existing business processes. Periodically, the Liberty Homes purchase order system automatically generates a spreadsheet that identifies which appliances, products and subcontractors are scheduled to be installed and used in specific homes. With HomeProfile, Liberty Homes employees can simply send this spreadsheet to an AxisPointe representative, who uses the information to assemble customized home care binders, brand them with the Liberty Homes logo and colors, and deliver them to Liberty Homes customers in presentation form.

AxisPointe is able to complete this process so quickly and efficiently because it has assembled the world's largest archive of warranty and care-use information. But the HomeProfile service goes far beyond this printed home care binder. All of the specific home information is also burned onto a companion CD-ROM for the home owner, and a web site is set up with a secure login, so home owners can obtain their information online with the click of a mouse.

Impressing customers and driving referrals

“With HomeProfile, we, the builder, are able to present buyers at the closing with a customized home care

manual, a digital record of their warranties, and a web site set up just for their home, so they can manage their service requests,” says Jerry Pay. “At the closing, after presenting and reviewing the hard copy home care manual, we log in to the AxisPointe HomeProfile web site with the buyer to show them the easy access. It just wows them, because it's a classy, complete service, which we are able to brand with the Liberty Homes name. Happy customers and referrals are inevitable.”

“What's particularly impressive is that we offer this same service to buyers of our \$900,000 homes and our \$250,000 homes,” says Pay. Everyone gets the feeling that they are treated as special guests in the Liberty Homes customer community. What's more, we are able to defray the nominal cost of this service by offering advertising to a partner lender, Countrywide. The hard-cost cost avoidance for us substantially outweighs the cost of the HomeProfile service, to say nothing of the significant value we get from referrals.”

THE RESULTS

Thanks to the HomeProfile service from AxisPointe, Liberty Homes has met and exceeded its ambitious customer service goals quickly and efficiently—without hiring additional staff to create home owner manuals or investing in expensive new computer hardware or software. With HomeProfile, Liberty Homes has been able to:

- Focus more time and attention on homebuilding and customer care by outsourcing expensive and time-consuming post-closing tasks to AxisPointe.
- Eliminate service calls and boost customer satisfaction by giving customers easy access to home-specific information through a secure, customized web site.
- Impress homebuyers and drive referrals by presenting 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.

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, and BuilderOnCall within its SmartBuilder Suite. All three 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.