

CASE STUDY WADE JOURNEY HOMES

Wade Journey Homes, the Fastest-Growing Private Home Builder in the US Powers Sales with BuilderMT, Sales Simplicity, and Options Online™

Wade Journey Starts On Average Ten Homes a Day, Including Weekends, with Sales Simplicity, Options Online, and BuilderMT Managing Sales and Workflows



Good thing Wade Journey Homes has powerful software in place.

That's what it will take just to track the many locations Wade Journey is building, to say nothing of running their multi-state sales and construction operations.

Here's an overview of Wade Journey today from Builder magazine: Mid-way through 2017, Wade Journey is clearly the fastest-growing private home builder in the nation, and #43 on the prestigious 2016 Builder 100 list, with 1,129 closings, and \$170 million in revenue. (This success has drawn outside interest. Wade Journey is now in an equal-ownership partnership with Century Communities.)

Wade Journey builds in the Triad, Triangle and Charlotte North Carolina, as well as the Coastal Carolinas.

Wade Journey also builds in Southwest Florida, Central Florida, Georgia, and Upstate South Carolina, with plans to expand in as many as five more states in 2018.

Right now, the Company is building in 250+ communities.

A FAST PACE OF GROWTH

What's been the pace of their starts over the years?

In 2014, it was 437 closings. Then, in 2015, there were 690 closings. In 2016, it was 1,129 closings, and in 2017, Wade Journey will close an astounding 1,800+ homes.

Wade Journey Homes: Software Summary

- **BuilderMT**
- **BuilderMT Builder Portal**
- **Sales Simplicity**
- **Options Online**
- **DocuSign**
- **Sage Accounting**

CLOSINGS:

- 2014 = 437 closings
- 2015 = 690 closings
- 2016 = 1,129 closings
- 2017 = 1,800+ closings

At the time BuilderMT / Sales Simplicity interviewed the managers of Wade Journey, the company was starting, on average, ten homes a day.

THE SECRET IS SOFTWARE, SERVICE, AND PRICE

The secret behind Wade Journey's success: The simplicity of standard designs, the right price point, and a selling process that's all seamless.

WADE JOURNEY IS THE FASTEST-GROWING PRIVATE HOME BUILDER IN THE NATION, AND #43 ON THE PRESTIGIOUS 2016 BUILDER 100 LIST, WITH 1,129 CLOSINGS, AND \$170 MILLION IN REVENUE.



"Wade Journey has a simple and very successful model," said Beth Sink, Director of Sales and Marketing. "We keep our prices low, and we do not offer options, except for two elevations per plan. We build high-quality homes, with open floor plans. The cabinets are standard with Formica countertops, black appliances, and one grade of carpet."

SALES SIMPLICITY AND DOCUSIGN: AUTOMATED SALES

Defying conventional wisdom by making all homes standard with no options isn't the only innovation Wade Journey Homes has brought to its home building operations.



The Company also does not build model homes. Instead, they set up a retail space, known as a sales studio and each studio can sell between four and eight communities.

"In each sales center, we offer 'Journey TV,' where prospective buyers can walk in, interact with an HD digital screen, click on the floor plans, and use Google Earth to get a bird's eye of the community," Sink explained.

Using Sales Simplicity to manage the entire sales process, buyers use iPads to select their homes on the Wade Journey website using Options on Line™ (a Sales Simplicity integration module). Allowing buyers the option to buy online without visiting a sales studio. The entire process can be done from a desktop or mobile device. Buyers then access DocuSign to execute the sales contract, make a deposit, and Wade Journey reps can refer a mortgage provider.

It really is that simple.

“It’s an entirely automated and paperless process to buy one of our homes,” Sink explains. “We are especially attractive to Millennials and Gen-Zers. They want to buy digitally, so it’s more like shopping on Amazon when they buy from us. We want to take what can be a stressful process and make it easier for our customers. We are focused on listening to how our buyers want to buy verse telling them how to buy.”

TECH POWERED

Wade Journey is a lean operation; the Company carries +/- 170 employees.

Of those, there are two marketing coordinators, and one dedicated just to managing Sales Simplicity. The Company also has staff in place for coordination of permits and deeds, customer service, and warranty management, as well as a complement of site supervisors to watch over jobs.

Behind every lean operation is great software. In addition to running Sales Simplicity (both the CRM and sales automation modules) and Options on Line™ (turn-key, web-based home buying), Wade Journey also runs the best-selling workflow management system, BuilderMT, as well as BuilderMT’s Builder Portal. For accounting, the Company runs Sage.

Using Sales Simplicity to manage the entire sales process, buyers use iPads to select their homes on the Wade Journey website using Options on Line™ (a Sales Simplicity integration module).

“We couldn’t be happier with the software and support we’ve gotten from our technology providers with Options online,” Sink said. “The professional services from each of these providers and been second to none, the integrations are extremely tight, and we owe a great deal of our ability to deliver our product to these solutions.”

ABOUT OPTIONS ONLINE™

Offered as a direct plug-in to Sales Simplicity, or a stand-alone web development service, Options on Line™ uses live inventory data for models, lots, and options to enable website visitors to self-select and configure their new homes on the home builder's branded website. As home buyers or prospects build out their dream home, the sales lead is captured, and an information-rich record of the prospects' selections is automatically sent to the sales team as a registered lead. Since Options on Line™ is a Sales Simplicity plugin, all of the captured information flows directly into Sales Simplicity. And since Sales Simplicity is tightly integrate with BuilderMT, the same data seamlessly fuels estimating, workflow/ scheduling, and purchasing. Learn more: buildermt.com/options-online

ABOUT BUILDERMT

For the home building industry at large, BuilderMT (a MiTek company) provides highly-customizable workflow and building-process-management software that works in tandem with leading accounting systems and other wireless and jobsite productivity tools, such as CRM and warranty management. For 20 years, BuilderMT systems have been purchased by more than 1,000 home builders and cumulatively used as a desktop workflow tool by upwards of 10,000 home building professionals. BuilderMT is widely recognized as a leader in process-driven, best-building-practices for home builders, as well as customer service, warranty applications, online training and innovative wireless applications. To learn more, visit www.BuilderMT.com, or call (888) 757-1991 ext. 271.

ABOUT SALES SIMPLICITY

Sales Simplicity's highly intuitive CRM system offers features similar to SalesForce.com, but Sales Simplicity's CRM is tightly integrated into Sales Simplicity's award-winning, Cloud-based, sales-automation platform, and the entire system has been specifically envisioned for home builders. Since Sales Simplicity is already linked deeply into Facebook, Twitter, and other social media systems, users of Sales Simplicity's new CRM features will immediately benefit from single-platform, dash-board-driven campaign management tools linked directly to web analysis, eMarketing, lead management, follow-ups, and new prospects. More info: www.SalesSimplicity.net

ABOUT MITEK

MiTek USA is a division of MiTek Industries, a diversified global supplier of software, engineered products, services, and equipment to the residential, commercial, and industrial, construction sectors. MiTek Industries' passion for its associates' well-being and its customers' success is the company's hallmark. A Berkshire Hathaway company (NYSE: BRK-A, NYSE: BRK-B) since 2001, MiTek has operations in more than 40 countries on six continents. Learn more: www.MiTek-us.com and www.MII.com.