



Your CAD/BIM Solutions Provider

## CASE STUDY: CAMBERLEY HOMES

# With Properly Implemented Advanced CAD Systems, Camberley Homes Puts Buyers in Control of Interactive, New-Home Models

Camberley Homes' Touch Screen Interactive Sales Kiosk Doubles Sales Capacity, Without Increasing Staff

In the Washington DC area, Camberley Homes offers semi-custom luxury homes to upscale clients, and their homes range in cost up to \$2 million. Camberley is a division of Winchester Homes Inc. which has been building homes for over 25 years and is known for its ability to customize homes with its 'Your Home. Your Way'™ program.

For its enterprise resource planning software (ERP), Camberley Homes runs Oracle EnterpriseOne (E-1), and its customer relationship management system is Computer Presentation Systems ("CPS"). For its CAD solution, Camberley Homes had a unique challenge, as described by Rick Mountjoy, Camberley's Community Operations Manager at the Reserve of Stone Hill: "At Camberley Homes, we are a 'semi-custom' home builder. Here's why: At the Reserve, we have four base plans, and we let buyers option out those base plans, based on lot rules and so-called monotony rules (for color and design) from the communities where we build," Rick explained.

"The options allow buyers to create a truly unique home by selecting materials and a variety of options from our library. That said, we track all these options carefully, so we can actually build the project at production speeds (around nine month, compared to up to three years for a comparable home that is truly custom). To maintain order, we use Vertex BD, an integrated CAD system, and we brought in CG Visions, a CAD systems integrator to put Vertex BD in place."

### **CG Visions Steps In: Informational Sales Kiosk**

When CG Visions implemented Vertex BD for Camberley Homes (as well as at Winchester Homes), Camberley Homes got access to a comprehensive CAD software solution. Vertex BD can generate lot-specific, as-sold working drawings for subs, trades,

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*It's a fabulous tool.*

**Rick Mountjoy,**  
Community Operations Manager  
at the Reserve of Stone Hill



and inspections, but CG Visions was able to leverage the data in Vertex BD to create Camberley's truly unique, custom-made, digital sales-and-options-management kiosk.

Here's how it works: In the Camberley Homes sales office, the company has installed a touch-screen 42-inch plasma TV within a furniture-grade cabinet. The offered Camberley Homes' base home plans are preloaded into CG Visions' software (eHome) which drives the plasma TV. Those home plans are dynamically linked to the available lots in the specific community where Camberley Homes is selling its products. The community rules, lot rules, structural-options allowances, and color palettes, as well as such features as brick/siding types, and shutter/door styles, are all defined in a database engine that drives the visual content within the kiosk. When using the kiosk, buyers can be steered down certain allowed option paths, depending on the model and lot they choose. For instance, a certain setback at a specific lot may not accommodate a larger porch or a third bay in the garage. These inclusions and exclusions are housed in the database system to provide real-time feedback to the customer. In some communities, Camberley can't build the same model or even use the same colors right across the street from a similar house. The eHome database structure allows for informed buyer decisions around options and selections to be made accordingly.

When using the kiosk, the buyer interacts with various floor plan options on a what-if / mix-and-match basis in an easy to use fun environment. Also, CG Visions has set up Vertex BD to dynamically create a 3D PDF that can be spun around, pulled apart, and examined, room-by-room, by the buyer, Camberley staff, and/or the allied trades and subs. Camberley Homes uses that 3D PDF with its trades to virtually walk through the home and point out idiosyncrasies, such as archways and trim profiles.

When the buyer is done with the options, they can do a number of things: They can hand the virtual model over to a sales person to start the contract and options-selection process in earnest. Or the buyer can send a link to their virtual model to themselves (or others) via email, so they can work on the model some more at home. Since it is all web-based, there is no "client-side install" of software for the customer to download. They open a browser, and they are off and running.

Camberley Homes even has a map overview of where the house will sit within the community, and the geographic area at large, so prospects and buyers can see school zones, proximity to commuting routes, and area airports.



Formed as a division of Winchester Homes®, one of Washington, DC's most respected names in residential building, Camberley Homes™ is a new vision of what the homebuilding - and buying - experience should be. Having been in the business of building homes in Washington metropolitan area for over 25 years, Winchester Homes identified the need to provide a more specific approach for a unique segment of the DC metropolitan market. With careful planning, applied professional experience and intensive primary research, Camberley Homes was created.

**Our Customer Commitment:** Similar to Winchester Homes' philosophy, Camberley Homes is designed to deliver excellence before, during and after the sale. This is more than something we say - it's something we do at every step of the way. Our success relies upon our combination of experience, design, quality and extraordinary commitment to our present and future customers.

**Caring For Our communities:** Hand-in-hand with Winchester Homes, Camberley Homes is actively committed to projects and initiatives that create new opportunities and positively impact our local communities.

Learn more: [www.CamberleyHomes.com](http://www.CamberleyHomes.com)

### ***Kiosk Doubles Staff Capacity... Plus "Brochures for Pennies"***

"Like any builder, we have had to watch our overhead, including in our sales department," said Rick Mountjoy. "The interactive sales kiosk has allowed us to keep staffing levels low while we maintain – and even grow! – our sales numbers. The kiosk is fun to use, and in a sales setting, especially on weekends, it can easily occupy one walk-in prospect, while our sales agent works personally with someone else. It essentially doubles our staff. We have had people come into our sales offices just to use the kiosk, because they heard about it from others. It's a fabulous tool."

At any point in the prospecting or sales process, Camberley Homes can print out a professional, individualized brochure on good stock 11x17 paper, right there at their offices.

"When linked to the sales kiosk, our large format printer allows us to print a brochure for 27 cents each, on demand; it used to take forever and cost us \$15 each," said Rick Mountjoy. "That brochure is actually really impressive, because it depicts the home the buyer just designed, and that alone has been very effective at demonstrating our customer-service capabilities." In addition, the content of the brochures is accurate and up-to-date at the point in which File/Print is selected. Previously, Camberley Homes struggled with volume printing coupled in a dynamic market. Traditional printing methods left them with literally "closets full" of outdated brochures filled with inaccurate information, rendering them useless. Sales reps immediately needed to back track and mark up brochures with updates, leaving the customer with a sense of uneasiness wondering "what else is going to change?"

"Having a properly implemented process in place with a CAD system like Vertex BD, is essential in our semi-custom approach to building, because it cuts down on construction cycles, and offers us a whole range of efficiencies," Rick Mountjoy explained. "With CG Visions as our CAD systems integrator, we were able to recognize and effectively leverage an even wider array of uses for our CAD data. As you see with our interactive kiosk, we have leveraged our CAD systems in our sales process, through 3D PDFs, in our relationship to our subs, and of course in our overall corporate procurement and building systems. We'd never do it any other way."



#### **Your CAD/BIM Solutions Provider**

For the home building industry in North American, CG Visions is the leading provider of turn-key outsource CAD and "Building Information Modeling" (BIM) solution implementation and consulting. As a "technology agnostic" systems-integrator, CG Visions offers BIM software consulting, back-office software integration, panelization, home plan input, training, media services, option management, digital marketing services, and its flex floor plan configurator, eHome.

CG Visions is also the developer of "BIM Pipeline" which provides the critical bridge between various BIM software tools and back office systems.

Learn more: [CGVisions.com](http://CGVisions.com)