



BuildWorks™ Texas-Sizes Homebuilder's Success

Crestmark Homes of San Antonio leverages homebuilder management system for job-tracking and project management.

"BuildWorks™ plus QuickBooks Pro™ gives us a complete homebuilder management system, without having to re-train our entire staff, and without spending a fortune. It is the perfect solution for us."



Nick DeLisse
Director of Operations
Crestmark Homes of San Antonio

SUCCESS STORY

Crestmark Homes

AT A GLANCE:

Customer:

Crestmark Homes

Location:

San Antonio, Texas USA

Industry:

Residential Construction

Business Challenge:

Growing homebuilder needed way to manage expansion into new markets, without increasing overhead or re-training entire staff.

Solution:

BuildWorks™ Homebuilder Edition extends the power of QuickBooks Pro by integrating key functionality with Microsoft Office™.

Results:

Crestmark Homes is able to increase profits and shorten cycle times with no disruption to its back-office operation.

Customer Profile

Family-run new homebuilder and land developer with operations in San Antonio and Dallas/Fort Worth. Six full-time employees:

Business Challenges

Homebuilding is a high-risk enterprise that requires tight control of both direct costs and overhead. Crestmark Homes desired management systems that would help solve – not add to – the challenges small businesses face.

Crestmark needed to manage growth without increasing overhead of additional staff, expensive "ERP" systems, or extensive re-training.

Crestmark required a system that would integrate with QuickBooks™ to ensure compatibility with stakeholders and third-party accountants.

Crestmark desired software solutions that were already familiar to staff and trade partners.

Online at:
<http://www.crestmarkhomes.com>

Solution Overview

QuickBooks™ Pro
BuildWorks™ Homebuilder Edition
Microsoft Office™

Business Benefits

QuickBooks™ plus BuildWorks™ provides dead-on accurate job costing and management reporting.

Easy project buy-out and direct cost management with BuildWorks™

Information now centralized, easy for all stakeholders to access.

All strategic partners benefit, even those which are not "high-tech", because BuildWorks™ includes both electronic and paper forms and tools homebuilders can use.

No re-training of staff or business partners. Everyone already familiar with QuickBooks™ and Microsoft Office™.

Very modest investment compared to "Homebuilder ERP" systems.





Crestmark Homes began constructing quality homes in 1986 in Dallas/Fort Worth Texas. It was founded on the principle that "The Builder Makes the Difference". Since its inception, the company has constructed over 1000 single family homes.

When contemplating growth into the San Antonio market, company president Dale DeLisse and son Nick DeLisse were tasked with finding a software solution that would support that growth, while still being familiar to the users and stakeholders who made the company what it is today.

"We didn't want to be forced into adding 2.5 employees just to manage our accounting and purchasing systems" said Nick DeLisse, "and we didn't want to waste several years re-training our staff. When we found the BuildWorks™ system, it was a perfect solution.

BuildWorks™ is not just another piece of software, it was developed for homebuilders by a successful homebuilder so they really understand our business. It has everything we need to manage our projects." Its industry-specific financial and operations management tools are built in the familiar Microsoft Office™ environment, and they integrate seamlessly with QuickBooks™ accounting to provide a system that is both easy-to-deploy, and a fraction of the cost of competing systems.

BuildWorks™ has features that are valuable to all kinds of builders and remodelers (custom and production-oriented). Crestmark Homes uses the estimating and purchasing features that are designed to automate purchasing and control direct costs for a portfolio (production-oriented) builder.

"We use BuildWorks™ to both trim the fat from our pre-construction and construction processes, and shorten our cycle times." Said Nick DeLisse. "But perhaps the greatest benefit of BuildWorks™ is the hook to QuickBooks™. As a company, we've used QuickBooks™ for years, and so have our accountants. When we were looking to expand into San Antonio, it just wouldn't have made sense to switch to something else when QuickBooks™ was doing the job. When we found BuildWorks™ we knew we had a perfect solution. It lets us leverage what we already knew, while providing plenty of room for growth."

What about the future? "We've only scratched the surface of what BuildWorks™ can do for us" said Nick DeLisse. "In the coming year I'm planning to really dig in to the scheduling and advanced reporting tools the same as we did with the purchasing aspect. "I want to have all of the floorplans in our portfolio set up to take advantage of variance analysis BuildWorks™ can provide. We're definitely getting there."

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FOR MORE INFORMATION VISIT:

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<http://www.synapsesoftware.com>

Quick Books
www.quickbooks.com

Our product and QuickBooks Financial Software work together to help simplify your business management. QuickBooks Financial Software helps you get more done faster, with a new Home page, simplified Customer and Vendor Centers, and sophisticated business planning tools. BuildWorks™ adds industry-specific expertise for residential builders.

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