



Why HistoryMaker Homes Chose Higharc



Corey Wilson

VP Operations



What you will learn

- ✓ How HistoryMaker Homes is pivoting its market position and operational model
- ✓ How Higharc's platform accelerates design flexibility, improves customer visualization, and enhances operational responsiveness
- ✓ The strategic value of reducing manual processes and increasing automation

What you will need

- ✓ A robust, agile approach to managing architectural plans across diverse municipalities
- ✓ Enhanced tools to visualize and manage custom home options efficiently
- ✓ Technology that drives both operational efficiency and buyer engagement

The Problem

HistoryMaker's existing tools and processes significantly limited their agility. Every municipality required custom plans, creating numerous versions, delays, and significant manual labor. Manually updating plan versions for specific neighborhoods took weeks and consumed considerable resources, creating delays and inefficiencies across drafting, permitting, and sales.

Corey Wilson, VP of Operations, described the issue: "We're repositioning our business significantly—changing from entry-level homes to move-up markets. This transition requires flexibility we didn't previously have. Manually updating plans was slow and resource-intensive."

Without an agile solution, HistoryMaker risked delays and inefficiencies that could negatively impact its market positioning and overall growth.

The Hypothesis

HistoryMaker partnered with Higharc, anticipating significant operational improvements:

- ✓ **Reduction in time required to create lot-specific plans**
- ✓ **Enhanced ability to quickly respond to diverse and changing municipality requirements**
- ✓ **Improved real-time visualization capabilities to boost customer engagement**
- ✓ **Accelerated operational responsiveness without additional staffing**

The Solution

Centralizing Plan Management

Higharc provides HistoryMaker Homes with a centralized generative data model, eliminating redundant plan versions and significantly reducing time spent on manual updates. With Higharc, plan iterations are streamlined, allowing rapid adjustments specific to individual neighborhoods and municipalities.

Corey Wilson noted: "A municipality requirement that previously took 60 days can now be adjusted in seconds within Higharc. It's almost instantaneous."

Enhancing Customer Visualization Higharc's robust sales visualization capabilities dramatically improve the customer experience by enabling homebuyers to interact with highly detailed, 3D visualizations of their homes early in the sales process.

Corey highlighted this impact: "With Higharc, we can immediately show buyers exactly what they're purchasing. The technology allows us to spin the house around in 3D, significantly enhancing the customer experience."



Rapid Market Adaptation

Using Higharc, HistoryMaker Homes can quickly adjust plans to comply with unique local requirements across more than 100 municipalities in Texas. This agility helps the company meet diverse regulatory demands and quickly adapt to changing market conditions.

Corey Wilson emphasized: "Changes that used to take weeks or months now happen immediately, giving us a critical competitive edge."

Streamlined Operations

Higharc's user-friendly design has allowed HistoryMaker to swiftly onboard team members without specialized drafting backgrounds, fundamentally shifting hiring practices to prioritize aptitude and adaptability.

Corey Wilson shared a notable anecdote: "We reallocated a young estimator to work with Higharc, and within weeks, he successfully produced a plan. It demonstrates how quickly our team can adapt to Higharc's platform."

The Impact



Accelerated Design Cycles

HistoryMaker anticipates cutting the plan revision process from several weeks down to mere minutes.

Enhanced Customer Engagement

Visualizing detailed plans up front has the potential to significantly reduce sales cycle times and improve overall customer satisfaction.

Operational Agility

The ability to rapidly respond to market conditions is expected to position HistoryMaker well ahead of competitors, fostering sustained growth and market differentiation.

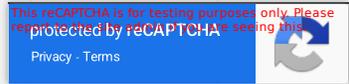
Scalability

Higharc empowers HistoryMaker to adapt quickly to opportunities and shifts in market conditions, setting the stage for accelerated growth and improved profitability.

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