



LANDMARK 24 HOMES

How Greyson Miller Digitally Transformed Landmark 24 Homes' Buyer Experience



Greyson Miller

Marketing Manager



What you will learn

- How Landmark 24 embedded Higharc Showroom into their website
- How interactive floor plans build buyer confidence & accelerate sales
- How to manage community-specific options at scale
- How syncing buyer choices improves sales & construction alignment

What you will need

- A willingness to position your website as an active part of the sales process—not just a marketing channel
- Confidence in allowing buyers to explore and personalize their home independently
- Strong alignment between sales, marketing, and construction to act on buyer selections seamlessly

The Problem

The traditional home shopping experience often places too much cognitive load on the buyer. Landmark 24's prospects were expected to mentally assemble various pieces—floor plans, color schemes, garage layouts—from different models or homes they'd seen. The result? Frustration, confusion, and frequent delays in the decision process.

"You're trying to remember a green you liked on one spec, then the covered porch from another, and the garage layout from a third. It gets to be a lot for a buyer to remember. Higharc gave us a way to make that possible on our website."
Greyson Miller, Marketing Manager, Landmark 24 Homes

This often meant buyers needed multiple appointments to clarify their options. Even then, they were rarely confident in what they were getting. For the Landmark 24 team, it also created operational inefficiencies—wasting time on rework, clarifications, and back-and-forth communication.

Landmark 24 needed a way to simplify complexity and empower buyers to make better, faster decisions—without the need for multiple in-person walkthroughs.

"Trying to visualize the product that someone's going to spend a lot of their life and money on—it's important. Higharc gave us a way to make that possible on our website."
Greyson Miller

The Hypothesis

Landmark 24 believed that if they could present homebuyers with an intuitive, community-specific design experience—one that allowed them to see the actual configuration of options—they could empower buyers to make faster, more confident decisions, while simultaneously driving higher engagement and revenue.

- ✔ Buyers would be more likely to select premium options if they could visualize them.
- ✔ A single embedded tool could reduce the number of sales appointments required.
- ✔ Automatically linking selections to pricing and construction documents would minimize friction across internal teams.
- ✔ A transparent experience would differentiate Landmark 24 from larger competitors.



✦ The Solution

Embedding the Experience with Higharc Showroom

Greyson and his team integrated [Higharc Showroom](#) directly into [Landmark 24 website](#). Rather than bouncing users to a different tool or opening new tabs, the visualizer is fully embedded. Buyers can watch an intro video and immediately personalizing their home—all without leaving the page.

“Here we’re on the page in the URL. It’s not popping us into a new tab. It’s fully embedded.”— *Greyson Miller*

This created a frictionless experience that helped buyers move from browsing to building in a single, interactive session.

Customization by Community

Landmark 24 offers a variety of floor plans, each with unique configurations depending on the community. Higharc handled this complexity through dynamic dropdowns and community-specific configuration logic—automatically showing buyers only the options that apply to their selected location.

“Having the Avery be specific to four different communities was pretty difficult, but with Higharc’s help, we were able to make that happen.”

This reduced confusion and ensured accuracy in both pricing and build potential.

Interactive, Real-Time Optioning

Buyers can toggle between elevations, exterior materials, garage styles, bath layouts, and porch types—all with instant visual feedback. This not only helps buyers better understand their options but also boosts confidence and emotional investment in their home.

“This is my favorite option—it’s our covered porch. A lot of people want those, but building them is a challenge. Higharc’s help was instrumental in making them a reality.”

able to see it in person? It's difficult. With Higharc, you can see it in the moment." —
Greyson Miller

Buyers no longer need to imagine. They can experience.

Visual Accuracy with Higharc Photoreal

In addition to the interactive floor plans, Landmark 24 uses [the Higharc Photoreal](#) service for high-quality, community-specific exterior renderings. These assets support both marketing and buyer visualization efforts by offering consistency across perspectives, elevations, and material choices.

"High-quality exterior renderings are a must for any new home builder, and with Higharc we're able to generate them for every plan and elevation. It's a paid service, but it's worth it—we can tailor the visuals by community, time of day, and design details, and because they're tied to the actual plan, they're always accurate."

The Impact

Real-Time Buyer Engagement

Higharc Showroom turned Landmark 24's website into a 24/7 digital model home. Buyers arrive at their first appointments already informed—often with a specific set of upgrades and upgrades in mind.

"Buyers are coming in with their lot picked out already. They're educated and just need a final conversation."

This reduces appointment cycles and accelerates conversions.

Higher Option Revenue

By visually showcasing upgrades—from fireplaces to bathroom configurations—Landmark 24 saw a clear uptick in premium option selection. Buyers are more likely to say "yes" when they understand what they're getting.

"It's hard to sell without showing. But when buyers can see it? That's where you increase option revenue."

And because pricing is baked into the visualizer, the decision feels transparent and informed—not salesy.

Operational Alignment

Once a buyer saves their design, selections are automatically sent to the Landmark sales team and construction crew. A one-click download generates a full set of construction-ready documents, complete with pricing and layout specs.

"Everything's written out. Even if you have pricing enabled, it shows it all, calculates it, and you can estimate payments, go talk to our lender..."

This eliminates costly miscommunication and ensures accuracy from design to

Why Higharc

For Greyson, Higharc isn't just a vendor—it's a partner who understands what need to compete in a digital-first world.

"We're a local private builder competing with national companies. Higharc matches our passion, adapts to what we need, and makes sure it happens. They're not a vendor to us. They're partners."

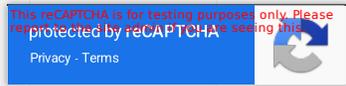
Together, Landmark 24 and Higharc have built more than a digital tool—they've built a better way to buy a home.



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