



LANDMARK 24 HOMES

Why Landmark 24 Chose Higharc



Eric Sanford

Director of Operations, Landmark 24



Greyson Miller

Marketing Manager, Landmark 24



James Miller

Procurement Manager



What you will learn

- ✓ How Landmark 24 is rethinking their processes to scale efficiently
- ✓ How Higharc's platform enhances team collaboration, accuracy, and customer engagement
- ✓ How a centralized approach to architectural data reduces costly errors and streamlines operations

What you will need

- ✓ A strategic plan to streamline and optimize your homebuilding workflow
- ✓ A focus on efficiency and innovation across design, business operations, and customer engagement

- ✓ The right technology partner to help you execute and sustain these improvements

The Problem

Landmark 24 faced significant inefficiencies across their business, from drafting and sales to construction and collaboration. Their existing processes were conventional, leading to delays in lot-specific plans, increased manual work, and communication errors.

Eric Sanford, Director of Operations, described the challenge: *"Our construction team used to manually redline plans. Now it's real-time, reducing errors and freeing up time for higher-value tasks."*

Greyson Miller, Marketing Manager, highlighted the issue with disconnected teams and inefficient workflows: *"When things are synced up from the drafters to the marketing team, it takes away opportunities for human error and streamlines the entire process."*

Without a scalable solution, Landmark 24 risked delays, miscommunication, and inefficiencies that could impact their growth and customer satisfaction.

The Hypothesis

Landmark 24 partnered with Higharc to address these challenges head-on. Higharc's centralized data model and automation capabilities provided the opportunity to:

- 1 Reduce the time required to create lot-specific plans
- 2 Provide consistent, accurate information across drafting, sales, and customer-facing documents
- 3 Enable real-time visualization to enhance the customer experience
- 4 Scale operations efficiently without requiring additional resources

✦ The Solution



THE SOLUTION

Centralizing Architectural Data

Landmark 24 is leveraging Higharc's centralized data model to keep their plans, options, and downstream assets in sync. By managing all updates in one place, they

can ensure that any **change is reflected instantly** across drafting, sales, and purchasing materials.

Eric Sanford described the impact: *"Higharc ensures our processes are followed, and our operations are more streamlined and structured."*

Streamlining Option Management

To simplify the creation of custom plans, Landmark 24 pre-configures their home designs and options within Higharc. This allows their team to quickly select and assemble combinations, saving time and reducing errors.

Greyson Miller emphasized the time savings: *"Every additional component that Higharc offers—community maps, plan visualization, pricing tools—helps prepare buyers and saves hours of appointment times."*

Enhancing Customer Visualization

With Higharc, customers can see real-time updates to their home designs during the selection process, increasing confidence and engagement.

Eric Sanford shared: *"The ability to visually configure options in 3D like electric fireplaces, bath configurations, or covered porches is a game changer for our buyers."*

Greyson Miller added: *"We've used Higharc to streamline our design process with their*

Greyson Miller added: *"We've already seen buyers come in with their home and lot picked out after interacting with Higharc's tools on our website. It speeds up the sales cycle significantly."*

Facilitating Team Collaboration

Higharc enables smoother collaboration across teams, eliminating miscommunication and ensuring everyone worked from the same accurate information.

Eric Sanford explained: *"Higharc brings natural collaboration across all 10 functions of our business. Having everyone on the same page makes building easier."*

The Impact

We couldn't verify the security of your connection.

Access to this content has been restricted. Contact your internet service provider for help.

Time Savings:

Higharc is on track to reduce the time required for lot-specific plans from days to hours.

James Miller, Procurement Manager, highlighted: *"Creating lot-specific plans with Higharc takes a fraction of the time it used to—no more hours spent manually redlining master sets."*

Improved Customer Experience:

Buyers can now visualize their options in real-time, making the

buyers can now visualize their options in real time, making the homebuying process more engaging and transparent.

Eric Sanford shared: *"We're projecting a \$5,000 increase in option sales per home thanks to Higharc's visualization tools."*

Enhanced Efficiency:

By automating repetitive tasks, Landmark 24 anticipates freeing up resources to focus on growth and innovation.

Eric Sanford explained: *"Instead of redlining for hours, our construction managers are now focused on value engineering and improving processes."*

Scalability:

Higharc's capabilities have positioned Landmark 24 for seamless growth.



Higharc

Sign up for the latest news,
updates, and more

Product

- How It Works
- Studio
- Config
- Showroom

Resources

- Webinars & Events
- Customer Stories
- Product Updates
- Blog

Company

- About Us
- Careers
- Newsroom
- Contact

Email address

Submit

Estimate

Higharc University

Build

Knowledge Center

Photoreal

This reCAPTCHA is for testing purposes only. Please report this if you are seeing this.
protected by reCAPTCHA
Privacy - Terms



© 2026 Higharc. All rights reserved.

[Privacy Policy](#)

[Higharc Licenses](#)