



Why Legacy South Chose Higharc



Philip Lemperle

VP of Product



What you will learn

- ✔ How Legacy South is modernizing its sales and product workflows
- ✔ How Higharc enables clearer option strategies, faster renderings, and a better customer experience
- ✔ Why integrating data and reducing manual plan versioning is key to their long-term strategy

What you will need

- ✔ A commitment to simplifying and aligning internal processes
- ✔ A focus on tools that enhance both builder and buyer confidence
- ✔ The right technology partner to grow your business

The Problem

Legacy South is a growing homebuilder in Nashville, Tennessee, expanding its portfolio across multiple brands. As a young, data-forward company, they needed a way to manage plans, options, and customer experiences more strategically—without piling on extra tools or labor.

Before Higharc, plan versions lived in Revit and Bluebeam, while sales selections were tracked in Smartsheets. The system worked—but it was manual, non-visual, and prone to errors.

“We were using Smartsheet—basically just a spreadsheet—to track sales options. It wasn’t the prettiest interface. Managing changes introduced human error.” — Philip Lemperle, VP of Product

Legacy South needed a more agile, scalable solution—one that could improve both internal decision-making and customer-facing experiences.

The Hypothesis

Legacy South adopted Higharc to address several key priorities:

- ✓ **Connect design, sales, and purchasing workflows through shared data**
- ✓ **Reduce errors and duplication caused by manual version control**
- ✓ **Create a best-in-class sales experience with real-time visualizations**
- ✓ **Lay the foundation for future ERP integration and automation**

“We are kind of data junkies. We love having the integration of data through the whole process, from design all the way through sales and purchasing.” — Philip Lemperle

The Solution

Strategic Option Management

Higharc introduced logic and structure to the way options are built and presented, prompting the team to be more thoughtful and consistent in their offering.

“It’s a very user-friendly experience—but you have to think strategically. That’s actually a good thing.” — Philip Lemperle

Streamlined Customer Visualization

Buyers now interact with interactive 3D models and live pricing instead of static spreadsheets—making the experience more visual, more intuitive, and more impactful.

“Customers can make their selections and immediately see their price. That alone has made it worth it.” — Philip Lemperle



Rapid Renderings

Higharc dramatically reduced rendering turnaround times, delivering fast, high-quality visuals that used to take weeks with third-party vendors.

“Before Higharc, we used a third party for renderings. It was two weeks, back and forth, and often something else would break. Now, it’s fast and right.” — Philip Lemperle

Simplified Version Management

The team is phasing out redundant workflows between Revit and Higharc and preparing for future connections to purchasing systems.

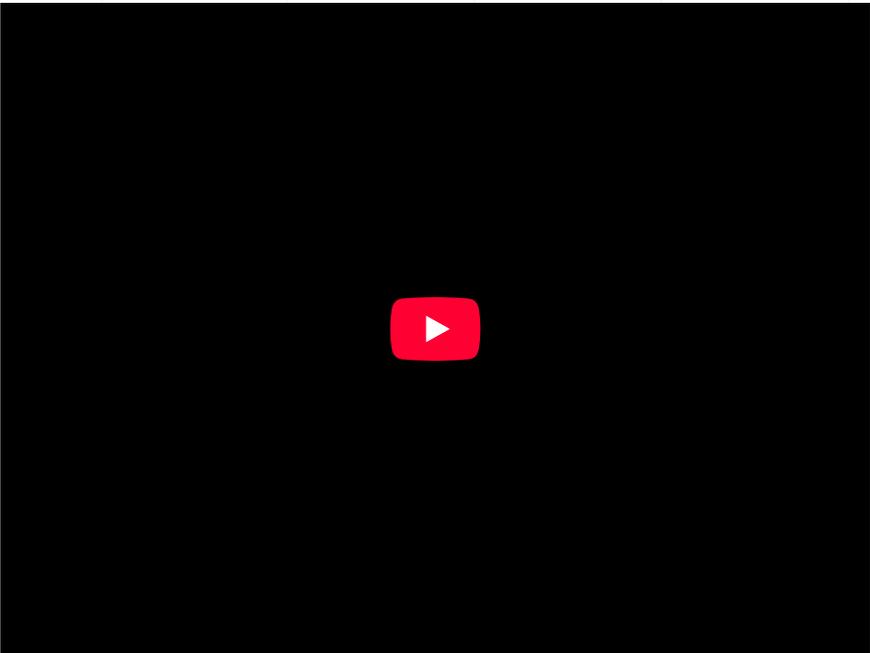
“One of my favorite pain points Higharc will solve is version history. Eventually, a tweak will cascade everywhere it needs to. That’s huge.” — Philip Lemperle

The Impact

Faster Plan Rollouts

Legacy South launched with four plans and is expanding to additional communities on Higharc.

Enhanced Buyer Experience



Buyers now explore options and pricing visually, with more clarity and confidence.



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