



# Why Panther Builders Chose Higharc



Kevin Fittro  
CEO



## What you will learn

- ✔ How Panther Builders is scaling operations and enhancing customer their experience through innovation
- ✔ How Higharc helps builders streamline visualization, construction documentation, and internal workflows
- ✔ Why flexibility and real-time data are essential in a growing builder's tech stack

## What you will need

- ✔ A platform that supports design, estimating, sales and operations in a single, connected interface
- ✔ Tools that reduce ambiguity, speed up plan creation and enable customer-led selections
- ✔ An agile onboarding process and a hands-on training partner to accelerate adoption

## The Problem

Panther Builders was struggling with outdated and inefficient processes. Their previous methods involved redlining 2D plans and manual drafting, which created confusion for team members, subcontractors and customers. Buyers had to visit multiple homes to visualize structural options, and teams faced bottlenecks due to fragmented communication and slow plan revisions.

**“Before, it was 2D redlines—send them off to the draftsman, wait three days, then realize something was missed. You were looking at a two-week process just to get a clean set of plans back. It was slow, frustrating, and opened the door to mistakes that showed up later in the field.” — Kevin Fittro, CEO, Panther Builders**

Manual workflows for construction documentation, purchasing, and estimating are labor-intensive and prone to errors. As a lean team, Panther Builders needed a solution that could unify and accelerate their processes without requiring additional staff.

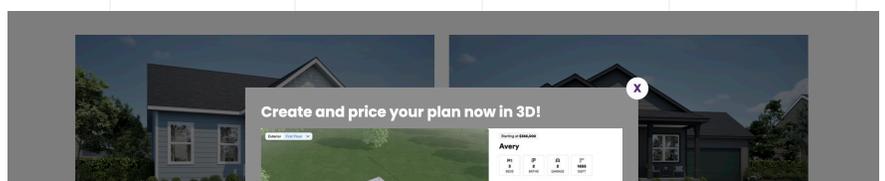
## The Hypothesis

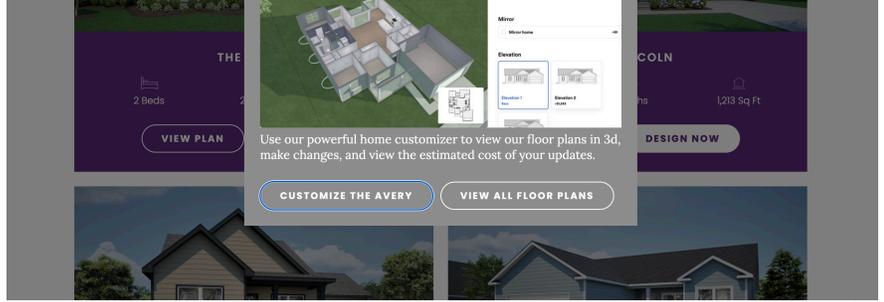
Panther Builders sought to:

- ✓ Enable buyers to fully visualize and configure their homes online
- ✓ Accelerate the creation and revision of construction documents
- ✓ Reduce errors and increase clarity across departments
- ✓ Equip their team to manage drafting, sales, and purchasing more effectively

## The Solution

### Next-Gen Visualization





Higharc's interactive 3D tools are helping transform buyer engagement. Customers can begin visualizing homes right from their couch. This process is available 24/7, giving buyers more control over their experience and reducing the need for in-person meetings.

*"They can see everything structurally—drive into the room, see what it's going to look like—all from their couch. And they've created their whole home in a few hours, on their own time." — Kevin Fittro*

## Instant Construction Documents

Plan revisions that once took weeks are now happening in an instant. With Higharc, changes are synced directly to construction documents, helping clarify details for subcontractors and reduce errors and rework.

*"The information flow is so much better right now than it was five months ago when we were in our old processes. It's instant, when changes are made, it's right there, it's right now, it's ready to go." — Kevin Fittro*

## Streamlined Sales and Onboarding

Higharc's implementation process positions the customer as a partner, and Higharc implementation and customer success specialists work closely with the Panther team to ensure the team has what it needs to be successful. In-person sessions and one-on-one coaching are helping Panther ramp up quickly. Sales agents, many of whom are new to homebuilding, are beginning to use Higharc's visual tools to guide buyers more confidently and efficiently through the selection process.

# The Impact

## Improved Customer Experience

Higharc supports evolving buyer expectations around transparency and instant access and puts Panther at the forefront of innovation in their market. Early customer feedback shows that seeing and adjusting plans in real-time builds confidence and excitement.

## Reimagining the Buyer Consultation

During a recent buyer consultation, Panther Builders showcased the contrast between their old and new processes. Instead of flipping through redlined 2D prints and trying to explain layout changes by referencing multiple model homes, they brought the buyer directly into a live Higharc session. Together, they adjusted walls, explored finishes, and navigated a 3D walkthrough of the home—all in real time. The buyer's excitement was palpable, and the confidence the visuals provided lead to a faster decision process.

“Imagine a buyer sitting at a table with scribbled redlines - then compare that to seeing their custom 3D home on a screen in real-time. That alone sold them on Panther Builders.” — Kevin Fittro

## Accelerated Sales Process

Buyers are starting to self-configure homes, allowing agents to provide buyers with a level of trust and fidelity that has been previously unavailable in homebuilding.

## Operational Efficiency

Construction docs are being generated instantly and revised in minutes or hours instead of weeks, helping reduce bottlenecks. Internal teams are starting to receive more timely updates, improving communication between sales, drafting, and field operations.

## Strategic Growth Enablement

As Panther Builders scales its operation, Higharc is becoming a foundational part of its growth strategy. Its technology-first approach positions it to handle greater volume without expanding headcount or adding additional disconnected tools to its' tech stack.

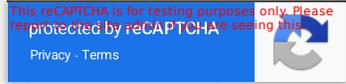




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