

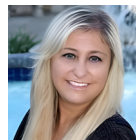


ANDREW LAUREN INTERIORS ENHANCES DESIGN CENTER OPERATIONS AND BUYER EXPERIENCE WITH BUILDTOPIA®

Andrew Lauren Interiors improved how they manage design selections and buyer interactions with BuildTopia, giving buyers early visibility into options and pricing, reducing appointment time, streamlining coordination with trade partners.

Andrew Lauren Interiors is a design-focused firm based in San Diego, California, that partners with homebuilders across Southern California to manage design center operations for multiple communities. Acting as an extension of the builder, the team supports buyers through the selection process - from cabinetry and hardware to plumbing and finishes - ensuring a structured and well-guided experience.

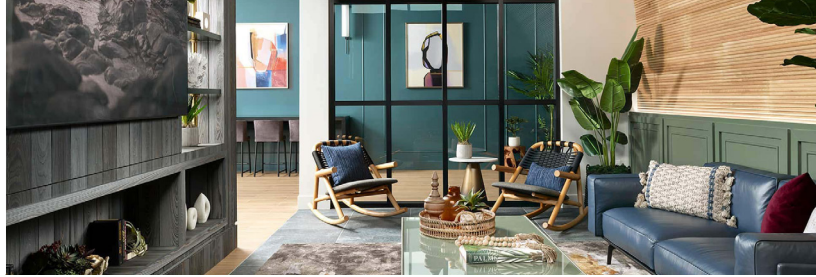
Because their role is centered around the design studio rather than construction, their systems must support both internal workflows and a highly visual, customer-facing experience for homebuyers.



Carrie Outlaw

Options Manager
Andrew Lauren Interiors

“Design Studio Manager prepares buyers for their design center appointments by giving them access to options and pricing ahead of time, which helps cut down on appointment time.”



THE CHALLENGE

Limited design center functionality and lack of a buyer-ready experience

Prior to implementing BuildTopia, Andrew Lauren Interiors evaluated several platforms to support their design center operations. While these solutions addressed portions of their workflow, they lacked key capabilities needed for a design center environment, including a dedicated approach to managing buyer selections and preparing customers ahead of appointments.

More importantly, they did not provide an effective way to give buyers early visibility into available options. As a design-focused firm, Andrew Lauren Interiors needed a platform that could support product catalogs, pricing transparency, and buyer preparation ahead of appointments, not just internal workflows.

Without this visibility, much of the design center experience depended on in-person explanation. The team needed a solution that would streamline the selection process and better prepare buyers before they arrived.

THE SOLUTION

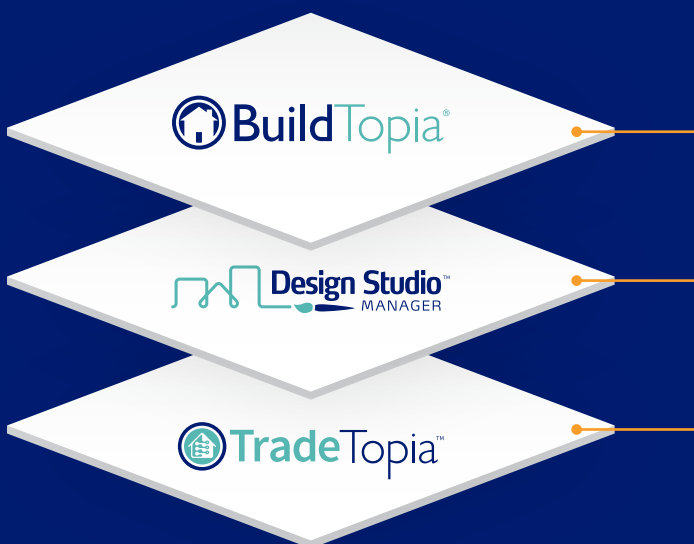
A design-centric workflow powered by BuildTopia and Design Studio Manager

BuildTopia stood out because it offered Design Studio Manager, a purpose-built module for managing design center operations.

After implementing BuildTopia in early 2025, Andrew Lauren Interiors established a structured workflow, supported by Design Studio Manager, that connects builder inputs, internal setup, and buyer-facing experiences. The team configures lots, options, pricing, and margins within BuildTopia, validates everything with the builder through reporting, and then publishes the finalized selections to Design Studio Manager.

Through this solution, buyers can access an online catalog of options, complete with images and pricing, before ever stepping into the design center. This capability fundamentally changed how the team prepares buyers and manages appointments.

ANDREW LAUREN'S CORE PLATFORMS FOR EVERYDAY OPERATIONS



BuildTopia® – End-to-end construction management platform used for scheduling, purchasing, estimating, sales, and job operations

Design Studio Manager™ – Design center solution for managing options, selections, and buyer interactions during design appointments

TradeTopia™ – Trade partner portal providing real-time access to purchase orders, and job documents

DAY-TO-DAY OPERATIONS

Creating a more prepared and efficient design experience

Today, BuildTopia and Design Studio Manager are used across all builder communities supported by Andrew Lauren Interiors.

The team manages the full lifecycle of design setup within BuildTopia - from gathering pricing from trade partners to configuring options and validating them with builders. Once approved, this information is made available to buyers through Design Studio Manager.

This shift has had a direct impact on the design center experience. Buyers now arrive at appointments with a clear understanding of available options and pricing, allowing designers to focus less on basic explanations and more on guiding decisions.

As a result, appointments are more efficient, and the overall experience is more structured and transparent for both buyers and internal teams.

“*Having an online catalog where buyers can review options and pricing before their appointment was about 90% of our decision.*”

— Carrie Outlaw | Options Manager, Andrew Lauren Interiors

TRADE PARTNER COLLABORATION WITH TRADETOPIA

TradeTopia plays a key role in improving how Andrew Lauren Interiors works with its trade partners.

Instead of manually sending purchase orders and documents, the team now relies on automated distribution through TradeTopia. Once purchase orders are generated in BuildTopia, they are automatically made available to trade partners, who receive notifications and can access everything directly through the platform.

Andrew Lauren Interiors currently works with 46 active trade partners on TradeTopia, with 10 to 22 trades involved depending on the size of the project.

This approach reduces administrative effort, ensures consistency in communication, and minimizes the risk of missed or delayed information. It also gives trade partners a centralized place to access documents and stay aligned with project requirements.

“*TradeTopia has streamlined the way we manage purchase orders. Once POs are issued, our trade partners are automatically notified by email, which keeps everyone aligned and eliminates the back and forth. It keeps our projects moving efficiently and our trades informed in real time.*”

— Carrie Outlaw | Options Manager, Andrew Lauren Interiors

IMPLEMENTATION EXPERIENCE

A guided onboarding process built for a complex system

The onboarding experience was highly supported, with close guidance from the BuildTopia team throughout implementation.

While the training process required time due to the depth of the system and the number of setup steps involved, it was a necessary part of building a strong operational foundation. The team quickly recognized that the learning curve reflected the flexibility and capability of the platform.

“*There's a lot to learn, but the attention given from the team was fabulous.*”

— Carrie Outlaw, Options Manager, Andrew Lauren Interiors



THE RESULTS

Improved buyer readiness, streamlined operations, and reduced manual effort

Since implementing BuildTopia, Andrew Lauren Interiors has seen meaningful improvements across both the buyer experience and internal operations, with clear impact driven by both Design Studio Manager and TradeTopia.

Builders who rely on Andrew Lauren Interiors as an extension of their team have been especially impressed. From the buyer-facing design experience to streamlined reporting and purchase order distribution, the platform has helped create a more structured and efficient process.



Enhances the buyer experience



More efficient design appointments

Buyers arrive better prepared, having already reviewed options and pricing, reducing time spent during appointments.



Increased transparency for buyers

Clear visibility into available options and pricing helps set expectations and improve decision-making.



More structured and scalable processes

BuildTopia and Design Studio Manager provide a consistent framework for managing options, approvals, and integrations across multiple builder communities.

“Builders love that their buyers can go in Design Studio Manager, see the options, and understand pricing ahead of time. It really prepares them for their appointments.”

— Carrie Outlaw | Options Manager, Andrew Lauren Interiors



Streamlines vendor coordination and communication



Reduced manual effort in PO distribution

TradeTopia eliminates the need to manually send purchase orders, streamlining communication with trade partners.



Improved vendor coordination and reporting

Phase reporting by vendor and centralized data improve visibility into ongoing projects.

“We love TradeTopia and the ability for vendors to access their POs when they need them.”

— Carrie Outlaw | Options Manager, Andrew Lauren Interiors

LOOKING AHEAD

Supporting a scalable, design-first approach

With BuildTopia in place, Andrew Lauren Interiors has established a system that supports both its operational needs and its buyer experience goals.

As the team continues to grow and support more builder communities, the combination of BuildTopia, Design Studio Manager, and TradeTopia provides a scalable foundation for managing increasingly complex design programs while maintaining a high level of service and organization.



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