



HOW ANDRIN HOMES TRANSFORMED THEIR HOMEBUYER EXPERIENCE

Andrin Homes uses Homeowner Central™ and CustomerInsight® to cut service requests by 50%, speed response time to under 2 days and save 100+ hours per month in manual data entry.

About Andrin Homes

Headquartered in Toronto, Ontario, Canada, Andrin has delivered thousands of homes across the Greater Toronto Area and Southern Ontario with a strong focus on meeting, and exceeding Taron standards. For more than three decades, **Andrin Homes** has built a reputation as one of Ontario's most trusted homebuilders. Known for their **Andrin Advantage**, the company prioritizes quality construction, purposeful design, long-term value, and a customer-first service model.



Dorothy Dranitsaris

Director, Information Services,
Andrin Homes

Advice to Other Builders

“Homebuyers in Ontario have high expectations – and with regulatory organizations like HCRA and Taron helping to protect their interests, it's important to provide clear communication and strong service. Homeowner Central gives us the structure and transparency to meet those expectations, streamline communication, and serve our customers more effectively. I'd recommend it to any Ontario builder.”



THE CHALLENGE:

TOO MANY CALLS, EMAILS, AND MISSED DETAILS

Before adopting Homeowner Central, a centralized homeowner service portal, and CustomerInsight, a homebuyer survey and feedback tool, Andrin Homes relied on emails, phone calls, and SurveyMonkey, a third-party online survey tool, to manage homeowner communications and feedback – a system that quickly became overwhelming as volume grew.

When faced with an issue, homeowners would email different or multiple departments, leave voicemails, or even drop off handwritten lists of requests at on-site service offices. Service coordinators were flooded with repeated follow-ups asking for updates on appointments. They had to manually input every request into NEWSTAR – a time-consuming process that led to delays and missed details.

“We were buried under email threads and follow-ups. If a homeowner didn’t receive a ‘timely’ response – by their standards – they’d escalate through multiple departments. They’d email sales reps, site staff, or head office. It created noise, inefficiency, and frustration on both sides.”

— Dorothy Dranitsaris

The lack of a centralized communication system not only slowed down internal workflows. It also made it harder to track and resolve homeowner issues in a timely and organized way.

THE SOLUTION:

A CENTRALIZED PORTAL FOR COMMUNICATION, DOCUMENTS, AND SERVICE REQUESTS

In 2024, Andrin Homes rolled out Homeowner Central across their first community, Glenway Urban Towns (High Rise) – and immediately saw a dramatic shift in how both homeowners and internal teams engaged with each other.

43% of homeowners have already submitted service requests through the Homeowner Central portal, totaling 618 items – an average of just five items per work order, significantly fewer than typical Tarion submissions. 24% of homeowners now use the portal exclusively for service requests, and the proportion of Tarion claim forms submitted has dropped by nearly 50% compared to communities without a portal, showing how Homeowner Central streamlines the process for homeowners and keeps service requests more manageable.

Now, homeowners are encouraged – and in many cases required – to submit all service requests and communications via the portal. The system integrates directly with Andrin’s NEWSTAR OnLocation Warranty program, enabling seamless tracking of service appointments, claim status, and updates – all visible to the homeowner in one place.

“Since getting the portal, we don’t accept emails anymore. We don’t take service requests over the phone. It’s been a complete turnaround – our coordinators no longer spend time entering requests. They can focus on resolving issues.”

— Dorothy Dranitsaris

Andrin also uses Homeowner Central to store relevant documents – from agreements and color charts to Tarion certificates and even marketing brochures. This proactive content strategy empowers homeowners to self-serve, reducing inbound calls and requests dramatically.

“Now, when homeowners reach out for documents, we simply guide them to the portal – everything they need is already there.”

— Dorothy Dranitsaris

Alongside Homeowner Central, CustomerInsight provides structured post-possession feedback, surfacing actionable suggestions from homeowners during critical touchpoints like the 30-day mark.

“We read every survey. One homeowner noted they struggled setting up utility accounts, so I added a widget to the portal with step-by-step instructions. That’s the kind of agility we get from CustomerInsight.”

— Dorothy Dranitsaris



ANDRIN’S CORE PLATFORMS:

- ➔ **Homeowner Central** – Centralized homeowner portal for service requests, communication, and documents
- ➔ **CustomerInsight** – Surveys capturing homeowner feedback to improve service
- ➔ **NEWSTAR OnLocation Warranty** – Track and manage warranty claims from start to finish
- ➔ **Power BI** – Identify and resolve recurring quality issues

THE RESULTS:

INCREASED EFFICIENCY, FEWER INQUIRIES, AND MORE SATISFIED HOMEOWNERS

Within 6 months of launching Homeowner Central, Andrin Homes has seen a measurable shift in operations, engagement, and service delivery. Key outcomes include:

Significant reduction in service calls and emails

Homeowners now submit requests through the portal, reducing clutter and improving resolution speed. To date, the portal has logged 14,630 total logins, with adoption rates reaching 94% for Hi-Rise communities and 70% for Low-Rise. Usage continues to rise month-over-month, showing growing homeowner trust.

Improved team efficiency and focus

Service coordinators no longer duplicate efforts by re-entering data into NEWSTAR – automation handles it. This shift has saved over 1,200 hours in 12 months (an average of 100 hours per month), allowing coordinators to focus on scheduling and resolution.

Consistently fast response times

Andrin's commitment to responding to homebuyer requests "no later than 2 business days" for all responses has become achievable and reliable.

Higher homeowner satisfaction

Homeowners appreciate the centralized access to warranty forms, appointment dates, and repair updates. Portal usage is growing month-over-month, reflecting increasing confidence in the platform.

Actionable insights via CustomerInsight

Honest, third-party survey feedback aids builders in refining the homeowner experience in real-time – from improving communications to adding helpful content.

The portal's structured communication also supports Tarion and Home Construction Regulatory Authority (HCRA) compliance by keeping all homeowner interactions transparent and trackable.

RESULTS AT A GLANCE

Homeowner adoption

94% Hi-Rise

and 70% Low-Rise use the portal; rising month-over-month adoption shows growing homeowner trust

Time saved

100 hours/month

saved by eliminating manual data entry

Warranty claims drop

50%

fewer Tarion claim forms in portal communities versus those without

Service efficiency

2 business days

or less for every response

LOOKING AHEAD:

TOWARD A FULLY CONNECTED HOMEOWNER LIFECYCLE

Andrin plans to continue expanding Homeowner Central to all communities moving forward. While newly adopted CustomerInsight is still ramping up in terms of measurable KPIs, the early feedback is clear: homeowners feel heard, and internal teams feel empowered.

Andrin also leverages analytics via Power BI to drive data-informed quality control – such as identifying missing caulking as

a top recurring defect, then eliminating it through targeted QA efforts before inspections.

"With those dashboards, we saw our top defect wasn't what we thought. We adjusted pre-PDI inspections, and the issue disappeared. That's the power of data."

— Dorothy Dranitsaris



1-888-723-2222 | info@constellationhb.com | www.constellationhb.com