



GEMINI HOMES STREAMLINES OPERATIONS AND BUILDS FOR SCALE WITH BUILDTOPIA®

Gemini Homes centralized its operations with BuildTopia®, improving visibility across teams, strengthening process control, and creating a more organized foundation to support growth.

Gemini Homes is a small-to-mid-sized homebuilder based in Ontario, building a mix of production and custom homes across the Greater Toronto Area. With a lean team and a growing pipeline of projects, the company operates multiple active sites, including single-detached communities, custom home builds, and rental projects. As the business expanded, maintaining organization and visibility across projects became increasingly important to keep working efficiently.



Brad Crnkovic

General Manager
Gemini Homebuilders

“Once you start using BuildTopia, it really opens your eyes. Even as a smaller builder, having everything in one place makes a big difference. And knowing that support is there when you need it – that’s huge for us.”

THE CHALLENGE

Limited access, manual workarounds, and a system that couldn't scale

With most construction work completed through trade partners and a small internal team managing operations, the team felt the need for clear processes and accessible information to keep projects on track.

Before BuildTopia, Gemini Homes relied on a locally hosted, server-based builder database developed by a small Ontario-based software company. The platform was tailored to Ontario homebuilding workflows, supporting processes from Agreement of Purchase and Sale through to warranty. While it worked for their earlier needs, its niche design and limited accessibility made it difficult to support growth.

Because the system was only accessible within the office, site staff had little to no direct access. Even for office users, accessing the system required workarounds like remote desktop connections.

As the company expanded beyond building 15 to 20 homes per year and began managing more sites, these limitations became more pronounced. The system required ongoing manual updates, lacked a CRM component to manage prospect registrations, and did not evolve quickly enough to support changing business needs.

On the operational side, processes such as purchase order management were less structured. In some cases, approvals were handled through email without formal purchase orders being created, making it harder to track costs and maintain consistency across projects.

Gemini Homes needed a more flexible, accessible system that could support growth and bring greater organization to day-to-day operations.

THE SOLUTION

A builder-centric, end-to-end platform

After evaluating multiple solutions, Gemini Homes selected BuildTopia, by Constellation HomeBuilder Systems, because it was designed specifically for builders and could support the full lifecycle – from early prospect registration through to warranty.

Unlike many alternatives that focused primarily on general contractors and required additional tools for front-end sales processes, BuildTopia provided a single system to manage both customer relationships and construction workflows.

The platform's CRM capabilities allowed Gemini Homes to capture and manage prospect registrations directly within the system, including integrations that automatically feed leads into BuildTopia from external sources.

Just as importantly, the team valued the reliability and responsiveness of Constellation's support, having prior experience with its products through team members who had worked at larger builders.



IMPLEMENTATION

Lessons in simplifying data and structure

The setup process was smooth overall, and once the system went live, the team quickly realized that BuildTopia's structure allowed for a more streamlined approach. Over time, they simplified their setup, reduced redundant data, and refined how information was organized.

Ongoing support from the BuildTopia team played a key role in this process. Whether cleaning up legacy data or introducing new features – such as enhanced attribute functionality – the team was able to continuously improve their setup without disrupting operations.



DAY-TO-DAY IMPACT

Better visibility, stronger process control, and less manual work

Today, Gemini Homes uses BuildTopia across its core operations, including bidding, contracting, and purchase order management.

One of the most significant improvements has been in how information is accessed and shared across the team. Project details, costs, and upgrades are now readily available within the system, reducing the need for internal back-and-forth communication.

Purchase order workflows have also become more structured and traceable. Instead of relying on informal approvals through email, the team can now track purchase orders, approvals, and expected invoices directly within the system – improving both visibility and accountability.

This shift has helped create cleaner, more consistent processes across both construction and accounting workflows.

THE RESULTS

Greater consistency, stronger organization, and improved efficiency

Since implementing BuildTopia, Gemini Homes has seen meaningful improvements in several key areas:



Consistent option pricing and margins

By building and managing options directly within BuildTopia, the team can confidently apply consistent pricing across models and ensure all costs and margins are accounted for.



Better organization across operations

With all project information stored in one place, the team can easily access and manage data across projects - eliminating the need to search through emails or external files.



Improved service workflow management

Service work orders are now tracked and managed within a structured system, with a goal of completing them within 45 days. The visibility provided by BuildTopia ensures that work orders remain front and center, reducing the risk of items being overlooked.



More efficient processes as the business grows

As Gemini Homes expands, the system provides a scalable foundation to support increased volume without adding unnecessary complexity.

“To me, the biggest benefit is having everything in one place – being able to find what you need easily and keep things organized.”

— Brad Crnkovic | General Manager, Gemini Homebuilders



A KEY DIFFERENTIATOR

Responsive customer support

For Gemini Homes, one of the most valuable aspects of BuildTopia has been the responsiveness of its support and development teams.

Whether addressing data cleanup, implementing feature requests, or providing guidance, the team has consistently been able to resolve issues quickly – often incorporating feedback into product updates.

This level of support has allowed Gemini Homes to continuously refine its processes and get more value from the system over time.

LOOKING AHEAD

Building on a strong foundation for growth

As Gemini Homes continues to grow and take on new projects – including partnerships that expand its role as a general contractor – the team plans to deepen its use of BuildTopia.

This includes further leveraging tools like TradeTopia™, a trade partner portal for real-time access to schedules, purchase orders, and job documents, and BuilderGo™, a mobile app for field teams to view schedules, update information, and work from anywhere, while continuing to refine budgeting and operational processes within the platform.

With a centralized, flexible system in place, Gemini Homes is positioned to scale its operations while maintaining the organization and control needed to support long-term growth.



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