

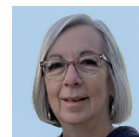


REDDALE GROUP OVERCOMES CUSTOMER SERVICE AND WARRANTY CHALLENGES

Reddale Group uses Homeowner Central™ to streamline pre-delivery inspections, automate maintenance reminders, and cut down homeowner service calls through better communication and proactive care.

The Reddale Group, a long-time development and construction company in the lower Fraser Valley of British Columbia, Canada, has a unique story to tell. With a journey that dates back over 30 years, the builder has refined its operations and customer service program to meet the constant waves of change. It wasn't always this way. In the beginning, the company struggled with collecting and tracking large amounts of building information and data, which led to customer service struggles and warranty woes.

In order to successfully scale the business and support their “customer first” focus, the builder sought a technology solution to increase engagement, reduce risk, and build a better service experience.



Linda Rempel

Customer Service Manager,
The Reddale Group

“The confidence that we can build with the purchaser of a Reddale home is very important from day one. When our buyers see that there is a comprehensive, engaging program in place, it gives them immediate confidence in their purchasing decision, and shows them that we care.”



FASTER GROWTH AND HIGHER RISK

As a family-owned business, Reddale has evolved its business over the years, from developing farmland and building single-family homes to meeting the demand for multi-family units and condos in the B.C. area.

Early on, as Reddale expanded its developments, they found they lacked the structure to handle the substantial increase in documents and details.

Not only did a lack of structure and communication hamper customer satisfaction and building efficiencies, it also put the company in jeopardy from an insurance standpoint. There was

no formal process in place for managing onsite requests and issues, so when claims arose, Reddale lacked the documentation needed to back-up their actions.

According to Linda Rempel, “The bigger the unit volume, the more information we encounter on everything from building codes, environmental efficiencies, product performance, warranties, customer requests, maintenance, and more. It’s a huge job to collect it all and start over with every building. There’s no way we could continue to do it without the right system in place.”

A PORTAL THAT REDEFINED CUSTOMER SERVICE SUCCESS

With the goal of constructing a customer service program they could be proud of, Reddale selected [Homeowner Central](#), a centralized homeowner service portal that provides access to unit-specific information like product guides, operating manuals, warranty information, and neighborhood amenities. Reddale felt this solution would be increasingly important for the next generation of buyers who expect a convenient and engaging customer experience. Even for the senior population, a large portion of Reddale’s buyer base, learning to use the portal is another point of reassurance that builds confidence into the homeowner experience.

The portal also serves as a time-saver for Reddale’s customer service team. Ms. Rempel notes, “Both the homeowner handbook, as well as the online product and warranty information service, is a great tool for new owners to have available. It eliminates many return calls to my

department asking questions; for example, what the paint color is in their home or where the flooring was purchased from.”

Before implementing Homeowner Central, the Reddale team spent significant time manually collecting and organizing information. The ability to automate this process through Homeowner Central was a key factor in their decision to adopt the solution.

Ms. Rempel adds, “For someone who is managing a very busy, hectic customer service office with numerous multi-unit projects in progress, it is such a relief knowing that Homeowner Central takes responsibility for compiling all the product and warranty information, so that we are ready to present both a beautiful bound information package to new homeowners at their orientation appointment, as well as the needed common area information for third parties.”

END-TO-END TRACKING AND COLLABORATION

Homeowner Central helps Reddale drive efficiency, transparency, and measurable results across every stage of the building and homeownership journey, with benefits including:



Saving time by easily managing daily tasks:

Helps Reddale's onsite staff track trades and specifications, homeowner contacts, service requests, messaging, deficiency reporting, and more.



Maintaining a brand reputation as a reliable builder:

A third-party home inspection app (Home Inspector), integrated with Homeowner Central, helps Reddale's field teams complete Pre-Delivery Inspections (PDIs) and walkthroughs efficiently. Deficiency management ensures consistent follow-through on every item promised to homeowners.



Streamlining communication between Reddale's internal team and external trades and vendors:

Leveraging work order management, the builder can easily track and manage warranty-based service requests through a single management system.



Improving customer satisfaction and efficiency related to warranty requests:

Automated maintenance reminders send homeowners email alerts for key warranty milestones. Reddale reports fewer service requests for items homeowners are responsible for.



Leveraging data to drive better business decisions:

Detailed reports help Reddale track products that need frequent maintenance or replacement, providing data-driven feedback to developers to improve future product choices.



Boosting brand recognition and loyalty:

Sales and marketing support keeps all portals and materials fully branded and easily accessible – building trust, loyalty, and a seamless buyer experience.



GROWING THE BUSINESS WITH CONFIDENCE

The Reddale Group is focused on reaching new heights, both in their building design and their business. As demand grows in B.C., they are constructing multi-unit housing with higher stories, and placing an increased emphasis on high-quality common areas.

Homeowner Central continues to play a collaborative role to support Reddale's growth, particularly as the builder adapts its customer service program to support evolving customer needs. For example, Homeowner Central has helped Reddale develop

an online common area walkthrough, replacing the hard copy process with a virtual experience.

"The future will hold a lot of changes. B.C. codes are being updated to reflect environmental concerns and energy efficiency. As we grow our business and adapt to customer demand and new regulations, communication and tracking will be crucial to our business," said Ms. Rempel.

"Homeowner Central helps us create a more productive building process, streamline warranty requests, raise customer satisfaction, and ultimately, scale our business with confidence."

— **Linda Rempel** | Customer Service Manager, The Reddale Group



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