



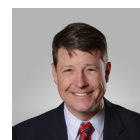
HISTORYMAKER HOMES BUILDS A FUTURE-READY FOUNDATION WITH NEWSTAR

How a 75-Year-Old Builder Reinvented Its ERP System to Match Its Strategic Ambitions

HistoryMaker Homes partnered with Constellation to unlock real-time cost visibility, uncover thousands in savings per plan, and streamline purchasing

About HistoryMaker Homes

Founded in 1949, HistoryMaker Homes has been a cornerstone of Texas homebuilding. Initially focused on communities for WWII veterans, the company now caters to move-up buyers seeking more space and features. This shift brought new demands, but their technology hadn't kept pace.



Ty Brewer

Chief Digital Officer
HistoryMaker Homes

“It’s easy to be drawn to the latest innovations—and yes, staying current matters. But just as important is choosing a software provider that’s actively investing in the future and committed to your long-term success. The right business platform isn’t just about features—it’s about trust, support, and a roadmap that evolves with you. That’s what impressed us about Constellation. They weren’t coasting on past success—they had a clear vision for what’s next, and they were already building it.”



THE CHALLENGE

THE SYSTEM THAT ALWAYS SAID “NO”

When Ty Brewer joined HistoryMaker Homes in 2019, the company had just wrapped up a multi-year ERP implementation with a competing vendor. The software itself wasn't the issue—but the way it had been configured left the business boxed in.

“The goal was seamless integration, but the result was a brittle, inflexible, opaque ERP. Rapid change became impossible – the system’s default answer was always ‘no’.”

— Ty Brewer

The timing couldn't have been worse. HistoryMaker was pivoting toward move-up and second move-up buyers, but the ERP couldn't flex with the strategy. Even simple plan edits triggered cascading issues. Troubleshooting took days, sometimes weeks.

“We called it the black box. You’d make a change and have no idea where it would show up—or if it would show up at all.”

— Ty Brewer

The experience left the team wary. Replacing an ERP system so soon after a difficult rollout wasn't just a technical decision—it was a strategic gamble. But the business couldn't afford to stand still.

“We were either going to re-implement what we had or start fresh. But we couldn’t keep operating with a system that didn’t fit the business.”

— Ty Brewer

THE SOLUTION

AN ERP PLATFORM THAT COULD PIVOT

After years of wrestling with a rigid ERP, HistoryMaker Homes knew they needed more than just a new system—they needed a partner. The decision to switch wasn't taken lightly. The team had just come off a multi-year implementation that left them boxed in—not because the software itself was flawed, but because of how it had been configured and deployed. The system was overly restrictive, tightly integrated, and difficult to troubleshoot. Even small changes triggered cascading issues, and the business couldn't pivot without running into roadblocks. It wasn't just a technical limitation—it was a strategic constraint.

“Our business was evolving, but our ERP couldn't. We needed a solution that enabled agility, rather than enforce outdated rules.”

— Ty Brewer

That search led Brewer to Constellation's flagship NEWSTAR™ ERP and a pivotal moment at Constellation's annual Build Smarter™ conference. There, he saw a demo of NX™, Constellation's next-generation platform that was on the cusp of going live.

“It would've been a much harder decision had I not seen NX. NX is clear evidence that Constellation has a vision for the future and is investing heavily in technology for the modern homebuilder.”

— Ty Brewer

Although the NX platform wasn't ready for deployment at the time, Constellation's roadmap reflected a company focused on innovation—not stagnation. For HistoryMaker Homes, the timing was critical. As a larger builder with complex operational needs, they required a full suite of capabilities from day one, some of which were still in development on NX. NEWSTAR, by contrast, offered a mature, proven platform with robust functionality and a long list of well-established, satisfied customers. There was no room for error. HistoryMaker needed a solution they could build on immediately, with the confidence that a future upgrade to NX would be quick and seamless when the time was right.

HistoryMaker Homes rolled out NEWSTAR in phases, starting with its Houston division and later expanding to Dallas. The implementation was an ambitious onboarding effort across multiple communities. Brewer likens the process to “laying railroad tracks right before the locomotive crosses them,” a fitting metaphor for the precision and urgency required to keep operations moving without disruption.

The implementation was part of a larger transformation project HistoryMaker Homes embarked on—one that extended beyond ERP. Alongside NEWSTAR, the team connected Salesforce with Constellation's SalesXpress, integrated BuilderMetrix® data with Power BI, deployed a new website with real-time NEWSTAR data, and deployed a new CAD system that synchronizes with NEWSTAR and SalesXpress™.

At the center was what the HistoryMaker team dubbed, Grand Central, a data warehouse built and integrated with data from Constellation's BuilderMetrix. Acting as the integration engine, it connected both legacy and new systems to enable real-time reporting. As divisions transitioned to NEWSTAR, others continued operating on the previous ERP. This staged rollout allowed HistoryMaker to maintain seamless visibility across platforms by ingesting BuilderMetrix data into the warehouse and feeding it into unified reports.

HISTORYMAKER HOMES' CORE PLATFORMS:

-  **NEWSTAR™** – Flexible, end-to-end ERP platform that supports purchasing, construction, and finance workflows with real-time cost visibility and operational agility.
-  **SalesXpress™** – A guided sales tool that streamlines the buyer journey from lead capture to contract generation, fully integrated with front-end systems.
-  **BuilderMetrix® Data Warehouse** – Data integration layer, enabling seamless visibility during phased rollouts.
-  **BuilderMetrix®** – Highly accurate and timely homebuilding data with insights into finance, operations, construction, and sales.

THE RESULTS

EFFICIENCY, INSIGHT, AND CONFIDENCE

In the first month of operating on NEWSTAR, HistoryMaker Homes began seeing measurable improvements. From uncovering hard cost savings on initial plans to reducing support overhead, the platform proved its value right out of the gate.

Hard Cost Savings

NEWSTAR exposed inefficiencies in bid structures, revealing several thousands in savings per plan. By comparing identical builds with the same vendors across systems, the team identified and eliminated hidden costs that had gone unnoticed in the previous ERP.

Purchasing Agility

Excel-based mass updates allowed purchasing teams to make rapid changes across plans and communities. What once required overnight processing, now happens instantly unlocking creativity and control for those closest to the numbers.

Operational Efficiency

In the past, what could have taken several weeks to add a floor plan to a community can now be done in a single day. Instead of working around the system's limitations, the business is taking advantage of NEWSTAR's capabilities.

Executive Confidence

When leadership asked for consolidated sales data, the report was ready—on time, from the new system. Real-time visibility replaced guesswork, enabling faster, more informed decisions.

Team Buy-In Across Roles

Builders and back-office teams embraced the change, citing smoother workflows and greater transparency. Sales seamlessly adapted to the new system due to its comparable features, while the broader organization recognized it as a clear step forward.

Strategic Enablement

The platform now underpins HistoryMaker's pivot to higher-end offerings. Its flexibility supports dynamic decision-making—from field feedback to vendor optimization—without locking the business into outdated processes.

RESULTS AT A GLANCE

Cost Savings Thousands per plan

Identified and eliminated hidden costs through smarter bidding and real-time cost visibility.

Purchasing Efficiency Instant updates

Excel-based mass edits across plans and communities—no overnight processing required.

Dual-System Support Operational Agility

NEWSTAR already enabling rapid changes to community and product rollouts.

LOOKING AHEAD

A PLATFORM THAT ENABLES THE PIVOT

As HistoryMaker Homes continues its pivot toward higher-end offerings, its technology stack is evolving to support that ambition. NEWSTAR now serves as the operational backbone, enabling agile decision-making across purchasing, construction, and sales. Teams can respond faster to field feedback, adjust vendor relationships, and optimize plans without being constrained by legacy systems.

BuilderMetrix adds another layer of strategic insight—benchmarking performance against industry peers and surfacing trends that help leadership stay ahead of the curve. Combined with Power BI, the platform delivers real-time visibility into costs, performance, and opportunities for improvement.

The rollout continues in phases, with divisions transitioning to NEWSTAR while legacy systems remain active. Grand Central ensures seamless reporting across both environments, allowing the business to scale without losing sight of the details.

And when the time comes to move to NX, the path is already paved. Because NEWSTAR and NX have a comprehensive translation framework, the transition is significantly faster and more seamless than migrating to a comparable ERP platform from another provider. With a focus on decision making instead of data building, the workflows are familiar, and the upgrade is designed to build on—not replace—the operational gains already achieved.



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