



COLEN BUILT DEVELOPMENT OPTIMIZES BUSINESS OPERATIONS WITH THE NEWSTAR ECOSYSTEM

Colen Built Development is modernizing business operations and enhancing the customer experience by leveraging the NEWSTAR™ ecosystem from Constellation HomeBuilder Systems. Colen Built has utilized NEWSTAR's suite of software implementations to streamline processes, better understand and respond to their customers, and modernize operations.

About Colen Built Development

Founded in 1947, Colen Built Development is an award-winning homebuilder in the state of Florida. With over 75 years of experience, the company prides itself on creating quality, sustainable communities for families and retirees.

Trust in NEWSTAR: A Proven Path to Modernized Operations

To manage their financial and accounting requirements, Colen Built Development has been using Constellation's NEWSTAR enterprise resource planning (ERP) system since 2020. The NEWSTAR ERP is an integrated software solution engineered to manage every homebuilding business function while supporting organizational growth. Backed by unparalleled commitment to the homebuilding

industry, Constellation HomeBuilder Systems has helped Colen Built reach its business goals without worry over the stability and experience of their software provider.

NEWSTAR has given Colen Built the opportunity to optimize their business operations by drilling down into the most granular details and identifying improvements. The team is able to find answers and quantify details without needing to manually source or sort data, with one trusted resource housing all of their critical business information.

Striving to keep pace with an evolving industry, the Colen Built team has benefited from the NEWSTAR ecosystem to fully modernize their homebuilding operations. Under the guidance of Constellation, Colen Built has expanded their use of NEWSTAR's integrations to spark continuous business improvement. In a short period, Colen Built added five new tools to their software portfolio and has seen incredible results.



IMPROVING CUSTOMER EXPERIENCE WITH MODERN, WEB-BASED CUSTOMER PORTALS

The first area Colen Built Development addressed was customer experience. Understanding that homeowners today rely more than ever on technology, Colen Built wanted to implement modern, web-based homeowner portals to improve their customer engagement and warranty management.

The Setup: Setting up Homeowner Central™ took just a few hours, with new home data flowing easily from NEWSTAR and allowing quick and automated creation of custom portals for each new homebuyer.



“Implementation of Homeowner Central was probably the easiest thing I have ever done working with homebuilding technology. There are minimal setup requirements, and the software is incredibly easy to navigate.”

– Alana Tisch, Homebuilding Systems & Risk Manager,
Colen Built Development

The Results: With Homeowner Central, Colen Built Development has seen greater engagement between buyers and the company’s sales, construction, and warranty teams. The portal and homeowner guide books play a key role in the buying, construction, and warranty phases of ownership, and a real time connection to homeowners.

“Buyers have noted tremendous ease of use with submitting service request tickets through the portal and enjoy the convenience of having manuals at their fingertips for the products installed in their home.”

– Alana Tisch



CAPTURING CUSTOMER SATISFACTION DATA WITH HOMEBUYER SURVEYS

With a renewed focus on improving the homeowner experience, it was critical for Colen Built Development to easily capture customer satisfaction data and analyze it on a granular level. CustomerInsight™, NEWSTAR’s integrated homebuyer survey platform, offered a convenient way to understand their buyers, benchmark their results, and build actionable strategies with confidence.

The Setup: Once again, Colen Built Development’s team found implementing CustomerInsight to be a simple process. The Constellation team provided guidance on how to phrase and list the questions Colen Built felt were most impactful to learn about the buyer and homeowner experience. After organizing the questionnaires and identifying the deployment schedule, the survey platform fell quickly into place.

“The learning curve for CustomerInsight was non-existent. Our end-users jumped in after a brief introduction to the platform and were able to do everything they wanted or needed with just a few clicks.”

– Alana Tisch

The Results: The responses Colen Built receives through CustomerInsight have positively improved their business operations. Homeowners value their voices being heard by their builder and having a convenient platform to do so.

“We review each and every survey response, and the information learned has expanded our product offerings, enhanced our internal processes, and led to incredible growth for our staff.”

– Alana Tisch



EXTENDING CAPABILITIES TO THE FIELD

With a focus on data transparency, Colen Built Development turned their attention to their construction processes. Too often, tasks that happen in the field were not scrutinized during or after the construction process to find opportunities for improvement.

Constellation's OnLocation™ suite of tools extend NEWSTAR's capabilities to the field helping Colen Built achieve a birds-eye view of the residential construction process. OnLocation Schedule allows Colen's back-office team to easily examine operations in the field daily, with real-time updates. Further on in the homeowner journey, OnLocation Warranty enables close control of work orders and warranty requests that aid efficiency and accountability.

The Setup: The Colen Built team found the implementation of both OnLocation Schedule and OnLocation Warranty straightforward. With web-based functionality and a user-friendly interface, the learning curve wasn't extensive either. After a few in-depth training sessions, the construction and warranty teams fully embraced the new tools.

"OnLocation Schedule and OnLocation Warranty have been absolute gamechangers for our business."

– Alana Tisch

Once the builders were confident using the solution, Colen Built enabled OnLocation Schedule's autopay functionality. This has been pivotal to Colen Built's business. With hundreds of homes in their regular pipeline, the volume of PO invoices had been overwhelming. With autopay enabled, the time and expense associated with manual invoice processing has been greatly reduced. When a builder completes a task, the associated vendor gets paid without accounting needing to touch a paper invoice. This **saves over 40 hours per week** that had been previously spent sorting invoices and matching purchase orders.



Colen Built uses OnLocation Warranty to capture signatures for homeowner signoff and provides a previously unprecedented level of accountability. Data is available by room and trade, allowing the team to identify trends in underperforming products and vendors, improving their processes for negotiating bids and product offerings.





STREAMLINING AND DIGITIZING THE NEW HOME SALES & DESIGN EXPERIENCE

After finding pathways to modernizing the homebuyer experience and construction processes, Colen Built set their sights on improving their sales operations. Before bringing a 55+ development online, they wanted to ensure they were providing an exceptional end-user experience to the sales team and prospective homebuyers.

Colen Built decided to explore one of the newest additions to the NEWSTAR ecosystem, SalesXpress™, which streamlines and digitizes the end-to-end new home sales and design experience.

The Setup: Across the technology industry, technology implementations typically take longer than expected. When Colen Built implemented SalesXpress, they anticipated a 90 days implementation timeframe, but was pleasantly surprised when the project was wrapped up in just 30, due in part to Constellation's support of and commitment to Colen Built's timeframes. From there, it was all systems go for the Colen Built Development sales team.

"The learning curve was extraordinarily easy. Our sales agents and sales admin hit the ground running with SalesXpress and because of the intuitive system design, they were confidently navigating through the program after a 2 hour training session."

– Alana Tisch

The Results: Colen Built's end-users are thrilled with SalesXpress. The permissions are simply configured and allow responsibilities to be delegated in a logical way that couldn't be done before. Document management has been streamlined using the vast array of merge fields available in SalesXpress. New sales agreements can be painlessly created, delighting both the sales team and their customers.

"Our end users rave about SalesXpress. I actually timed myself writing a contract in SalesXpress and it took only two minutes."

– Alana Tisch

THE ROAD AHEAD: CONTINUED ENHANCEMENTS WITH A TRUSTED SOFTWARE PARTNER

Given their positive experience with Constellation HomeBuilder Systems, Colen Built continues to seek new ways to improve their end-to-end processes using the NEWSTAR ecosystem.

The value in data transparency has led them to recently implement another piece of the puzzle: Constellation's NEWSTAR-integrated LandDev™ software, allowing them to monitor project schedules, manage large vendor contracts, create in-depth project budgets, and successfully plan resource allocations for large plots of land. LandDev's functionality aligns perfectly with Colen Built's land development operations, in addition to its commercial and residential renovation projects.



While the team has only recently established projects within LandDev, their experience to date has been consistent: a smooth and well-defined software implementation leading to easy-to-navigate software for their team.