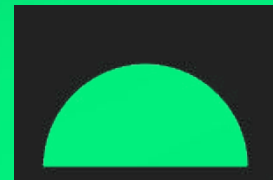


Rethinking the Buyer Experience in Homebuilding: The Power of Visualization and Centralized Data



Higharc

Team Introductions



Conor Sedam

Recovering Homebuilder - Higharc

Over 20 years of homebuilding experience with national and custom homebuilders.

conorsedam@higharc.com

Detroit, MI



Ryan Hillgartner

Director of Marketing - Tim O'Brien Homes

Over 15 years experience in Homebuilding and Outdoor Retail Marketing.

rhillgartner@tobhomes.com

Milwaukee, WI

What We've Heard:

Key priorities for builders over the next 12-24 months

63%

Increasing
Sales

53%

Customer
Experience

46%

Operational
Efficiency



What Zillow Says

Key trends from buyers

39%

Of Millennials
are comfy
buying a home
100% online

39%

Of Gen X will make
an offer without
seeing a home in
person

75%

Of boomers
would like to
use a 3D Tool
while shopping

What Tim O'Brien Homes is trying to solve?

High Performance Homes

- High Performance Sales and Marketing Tools

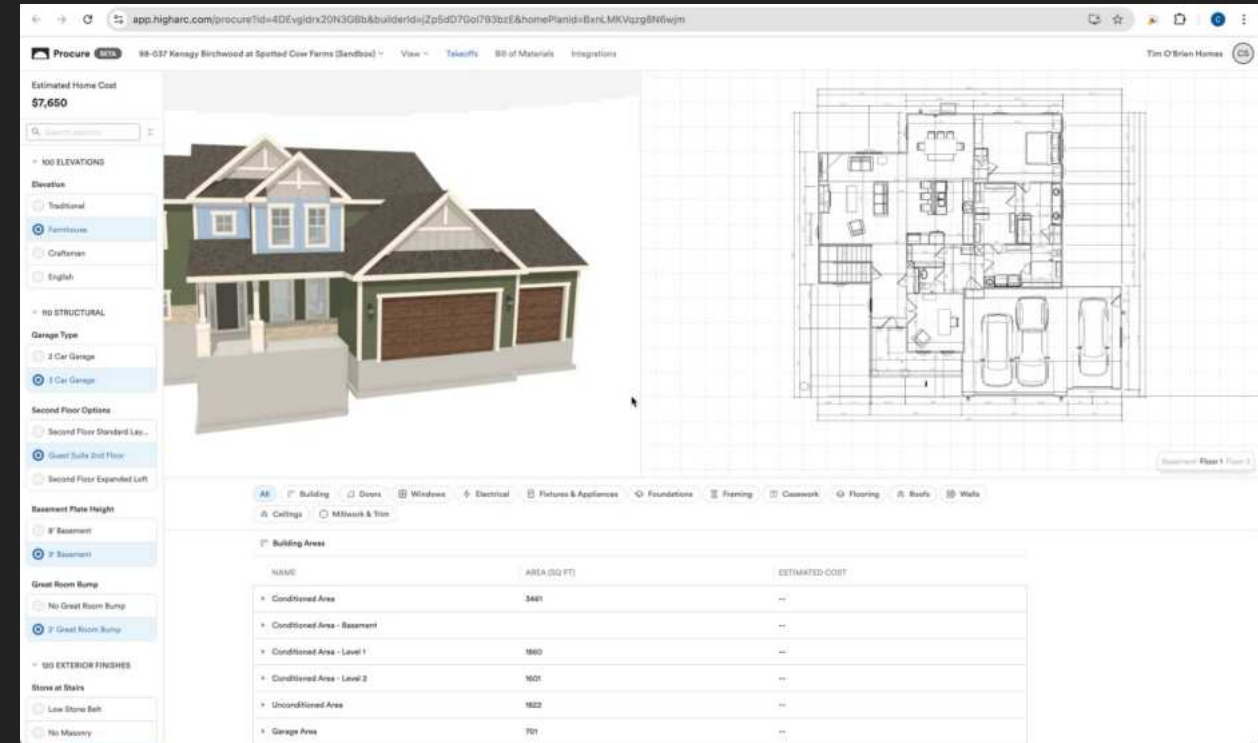
Single Source of Information vs. Disconnected Solutions

- Drafting (Studio)
- Purchasing (integrations and potential change to Procure)
- Marketing (Showroom Intro and Visualization)
- Sales (Showroom)

Improving the Customer Experience

- Customers want and expect Real Time Visualization
- Leave with a full Brochure of prospects potential new home
- Benefit of Higharc
 - not obsolete when changes are made

Start at the source - the homes you build



Drafting

- Root source of truth for all downstream data
- Centralized Data Model Templates
- Controls all downstream assets

Estimating Data

- Allows for quick evaluation
- Lot specific takeoffs
- Agility for product and market changes

Up to date, Connected Marketing & Sales Tools

Interior Walkthroughs

Immersive, accurate representations of buyer selections



Attract

Streetscapes

Showcase future communities without models or 2d maps

Dynamic Exteriors

Make structural changes in real time, offering a complete look before construction begins



Inform

Exterior Renderings

Render more colors and elevations, appealing to a wider range of buyers

Interactive Dollhouse

Visualize options in 3d, boosting confidence and engagement



Convert

Engaging Floor Plans

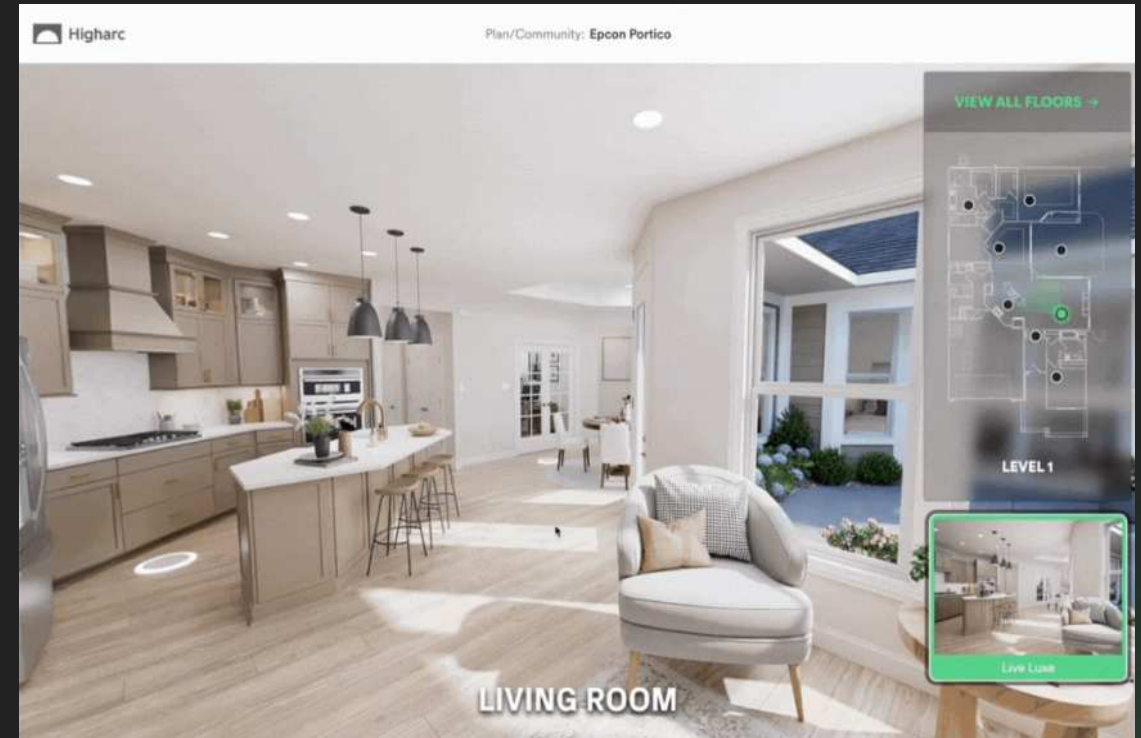
Explore options in a clean, concise, interactive experience

Inspire buyers with a vision of their home and community



Streetscapes

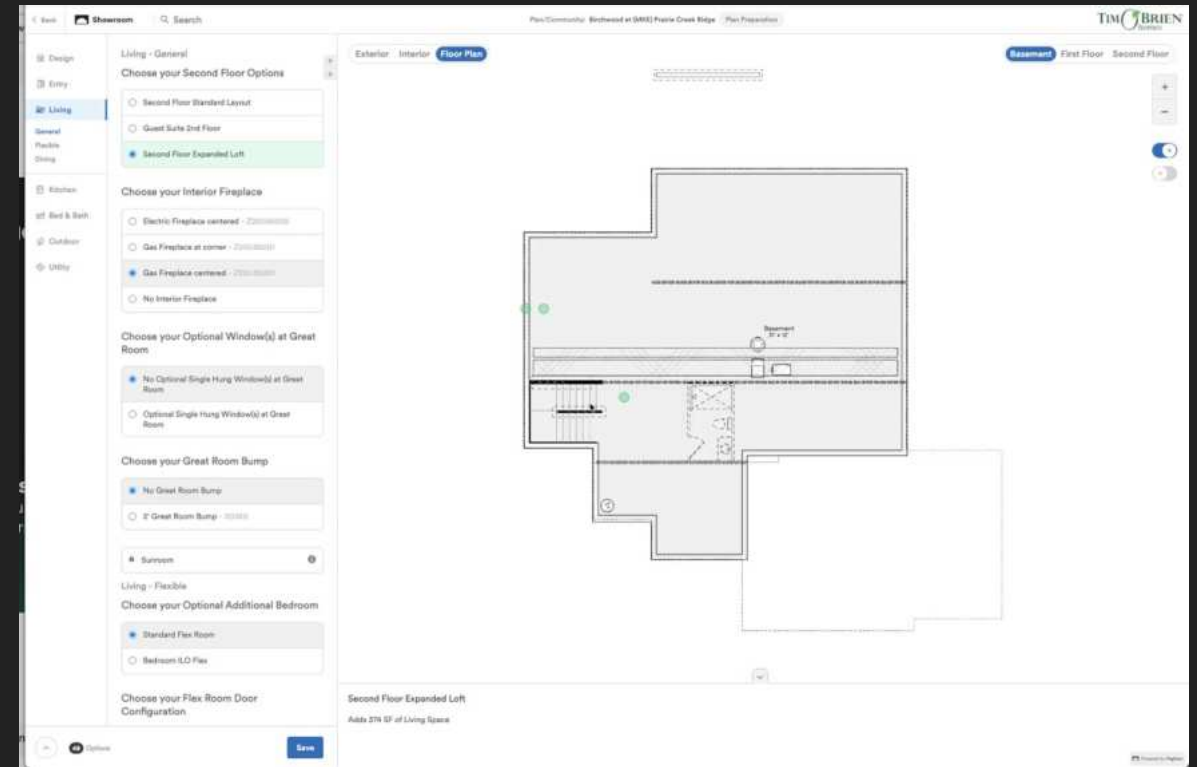
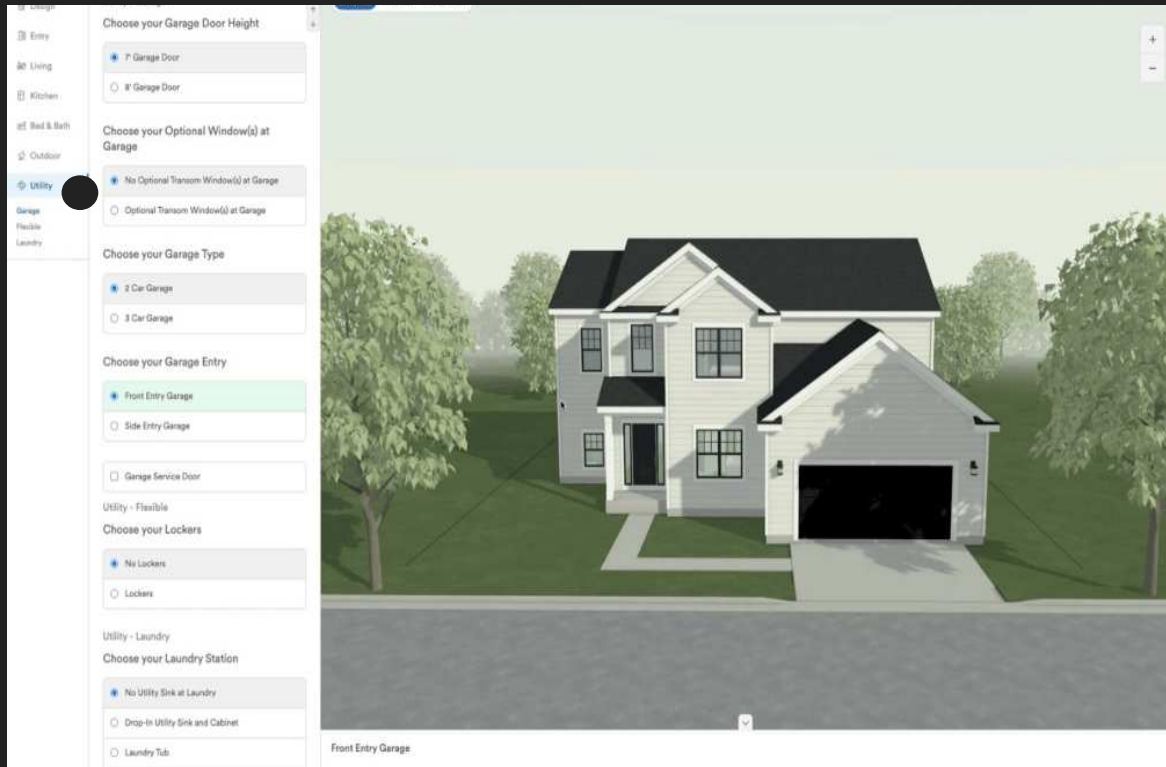
- Personalize the lifestyle
- Create deeper connections faster
- Showcase the complete vision



Interior Walkthroughs

- Increase pre-model sales opportunities
- Decrease # of models required
- Option/Selection enabled

3D Sales & Marketing Solution



Showroom Intro

- Increased option take rates
- Less ambiguity on deliverables
- Higher customer satisfaction

Showroom Experience

- Explore options per room
- Dynamic pricing updates
- All tied directly to construction docs

Implementation Successes and Challenges

- **Struggles with Implementation**
- **Partnership with Higharc**
 - Responsive, collaborate to find solutions
 - In person training and support
- **By the end of the Year**
 - All 20 plans complete in Higharc
 - Studio, Showroom, Showroom Intro, Renderings, Walkthroughs

Building for the future

- Fully Price Out a Home in 3D
 - All structural options available in Higharc w/pricing
- Virtual Selections
- Integrations
 - Website and ERP
- Improvements in Automations
 - Foundations, roofs, etc.

Q&A



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Procure

<https://app.higharc.com/procure?id=4DEvglrdx20N3GBb&builderId=jZp5dD7Gol793bzE&homePlanId=BxnLMKVqzg8N6wjm>

Studio

<https://app.higharc.com/studio?id=4DEvglrdx20N3GBb&builderId=jZp5dD7Gol793bzE>

Showroom

<https://app.higharc.com/builders/jZp5dD7Gol793bzE/master-plans/Q1VgWYRR14Y87ALx/showroom>

Showroom Intro

https://app.higharc.com/showroom/edit/intro?builderId=jZp5dD7Gol793bzE&planType=master_plans&planId=3yDr6o0r680aVZW7

TOH 2D IFP

<https://contradovip.com/tim-obrien/azalea/>

Walkthrough

<https://app.higharc.com/demo/builders/timobrien/walkthroughs/birchwood>

TOH Website Showroom Intro

<https://new.timobrienhomes.com/new-homes/home-plans/birchwood>