



Platinum Homes Finds Solution for Managing Demanding Clients

A BuildTools Case Study



Platinum's Challenge:

Platinum Homes was losing money on change orders from their more demanding clients. They needed a way to reliably document important project details and changes in order to keep clients informed and up-to-date throughout the construction of their home.

BuildTools' Solution:

BuildTools removed any gray area from client communication and gave Platinum a way to keep their clients informed and up dated with the progress by centralizing and documenting all communication, change orders, budgets and schedules.

Voted a Dallas Best Builder every year since 2006, Mark Molthan and the Platinum Homes Team are honored to be among the top 2% of home builders in North Texas. As a "Builder 20," Mark Molthan achieved recognition from the National Association of Home Builders for being a top builder in one of the nation's best real estate markets.

THE NEED:

Handling Demanding Clients

Mark Molthan of Platinum Homes was having difficulty with collecting additional costs associated with specification changes. When it came time to present the final bill to the homeowner, it would turn into a messy and uncomfortable situation. He recalls multiple instances that sounded something like this: "I had it in my head that we were only over budget by a few thousand dollars, I had no idea we were this far over!"

Moments like these have become a common trend in the market. "We had to negotiate our final draw on every home" recalls Molthan of the troubling trend he was seeing in the market.

"We had one homeowner who verbally approved a \$100K cost on tile, but when it came time to pay that \$100K he said 'No no, that's not what we agreed to.' So we were stuck holding the bag and negotiating on it." Mark could remember clearly the specific conversation he had with his client, but ultimately he did not have signed documentation. It was his word versus his client's. "That was the straw that broke the camel's back." Molthan found BuildTools to be exactly the solution he needed. BuildTools provided a way to document client interactions and remove any gray area, keeping everyone current and up to date on common points of conflict such as budgets, change orders and schedules.

Once Platinum Homes had BuildTools in place, they saw the "us-versus-them" disappear. "BuildTools is a relationship maintainer," says Molthan. "BuildTools is the silent salesperson for us, telling the customer what they need to know."



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Mark Molthan
President
Platinum Homes

No More “Us-Versus-Them”

BuildTools gives your clients their own dedicated login credentials, so they have access to current schedules, change order information and total budget figures at all times. No need to call up the homebuilder or project manager, no nasty surprises when it comes time to hand off the keys, and no need to negotiate based on false claims or unclear information.

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While other construction management software only allows for one client user account per project (with each additional user incurring the builder extra charges), BuildTools lets you create unlimited user logins for any given project. “With BuildTools, our clients are happy.”

Avoiding Software Fatigue

This was not the first time Mark had turned to software to solve common homebuilding problems. “We had been in and out of a variety of different systems and softwares in the past, and it was hard to communicate information to the customer. We went through a couple of different accounting

systems as well, but that was just a waste. None of them did what was needed them to do.

BuildTools was created by real homebuilders, so by design it specifically addresses the common needs that would otherwise require a series of different and unconnected systems. “We were downloading the info from Quickbooks into Excel,” recalls Mark, “building a report in order to generate the necessary change orders. Eventually you got the report built, but 3 months later you had to go in and recreate it.”

BuildTools centralizes all communication and documentation into one hub, accessible to anyone, anywhere, anytime. BuildTools then connects all of that information to be responsive, so when a change is made in one area, it sends a ripple effect throughout budgets, schedules and notifications. This saves builders, project managers and accountants countless hours of tedious adjustments. “It’s user friendly for us and for the homeowner, and it’s easy to navigate.”



Simplify The Process and Maximize Profit

"It helps me run my business better. It's as simple as that."

Mark has seen the effects of BuildTools not only in client relations and time management, but also on his bottom line. "It's increased my gross margin. It's amazing, I can manage the business better through BuildTools than I ever could the old way."

Take the chaos out of construction management.

Schedule a one-on-one demo to see what

BuildTools can do for your company.

SCHEDULE A DEMO

We're Custom Builder & Remodeler focused.

Rather than creating a one-size-fits-all product, BuildTools is the construction project management solution focused on the unique needs of all custom builders and remodelers.

As custom builders ourselves, we've built BuildTools specifically for the management of custom projects and the immense amount of communication that comes with the territory.

Build Tools serves as construction management hub for everyone involved in the project including subcontractors, homeowners, project managers, architects and more.



What are we known for? Glad you asked!

COMMUNICATION

At the core of every successful construction project is a communication platform. BuildTools captures every e-mail, document and photo related to your project with seamless mirroring of all of your current client communication tools.

SCHEDULING

This is where BuildTools software stands apart. Simple, yet powerful. View construction project management schedules for all of your resources, both subcontractors and employees alike, across all of your projects.

BUDGETING

Reduce errors and increase profitability with our powerful and easy to use construction budget and cost software module. With BuildTools you can issue purchase orders, track change orders and manage your project budgets online.

SELECTIONS

The homebuilder selection module was the inspiration for the development of BuildTools. The need to manage selections in one place, accessible to the client, designer and the construction team is vital.

DOCUMENTS

A single source for all construction project management related documents. Know exactly who has viewed project documents, notify the entire team of changes, and create an archive of everything that has been updated.

CHANGE ORDERS

Clients have the ability to approve and reject change orders online. Now builders have a solution for getting their paperwork done in an easy and timely manner.

SERVICE

Manage end of job "punch-lists" and post-construction service work with the construction punch-list module. Automatically notify contractors of work to be done and scheduled.

BIDDING

Manage end of job "punch-lists" and post-construction service work with the construction punch-list module. Automatically notify contractors of work to be done and scheduled. Clients can request service work and upload photos of the proposed issue for review.

QUICKBOOKS

Fully integrated with QuickBooks Accounting software. BuildTools has eliminated the double entry of costs, thereby reducing potential for errors.