

CASE STUDY

HOMEBUILDER'S RETURN ON INVESTMENT (ROI) BY ADOPTING RESVR TECH



OVERVIEW

ResVR provides subscription-based visualization services and software for homebuilders to help sell homes and upgrades more efficiently.

This case study demonstrates that utilizing ResVR technology increases the upgrades purchased by the homebuyer and shortens the sales cycle, resulting in increased profits for the homebuilder.

BUILDER TESTIMONIAL

“The integration of ResVR has been transformative, significantly boosting revenue from home upgrades and shortening the sales cycle. The ability to help customers explore and personalize their homes in real time has enhanced decision-making efficiency and is a huge advancement in our sales operations.”

— VP of Sales
Landmark Homes

HOMEBUILDER EXPERIENCE

An Alberta homebuilder employed ResVR's visualization software for 9 months, covering 4 floorplans at \$2000/month. Setup involved linking the software to a high-res TV in their showhome, with sales reps trained in 30 minutes to help customers choose home options. With just 3 requests for technical support, ResVR proved easy to use.

ROI HIGHLIGHTS

INITIAL INVESTMENT

\$2,000/month subscription fee for ResVR technology, including technical support, updates, and revisions to floorplans and interior products showcased

REVENUE INCREASES FROM USING RESVR TECHNOLOGY

\$155,000 – a monthly average increase from sold upgrades

\$31,000 – an average increase of upgrades for each home sold

20% increase in finished basement upgrades

INCREASE IN SALES VOLUME AND EFFICIENCY

Annual sales increased by 25 homes during the last two quarters of 2023

The average sales cycle decreased from 11 to 5 weeks

PROFIT GROWTH

Homebuilder profit from upgrade sales increased by **35x** measured against their initial investment in ResVR technology



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