

Tri Pointe Homes Orange County-Los Angeles Case Study

Tri Pointe Homes Orange County-Los Angeles highlights leadership and innovation with “Rock the Block”.

► Highlighting leadership and innovation with “Rock the Block”

Background

Tri Pointe Homes Orange County-Los Angeles builds thoughtfully designed and innovative new homes and communities for first-time through luxury homebuyers, including Aliento, an exclusive, gated enclave with four distinct neighborhoods in Santa Clarita, close to work, retail, entertainment and the LA lifestyle via the nearby SR-14. Aliento provides a modern, sophisticated take on timeless, resort-style living and gives home shoppers the option to combine features from the myriad of choices offered within design packages to personalize their homes and create a look all their own.

As a company known for innovation and thoughtful design, Tri Pointe Homes Orange County-Los Angeles was excited to be selected to participate in Season 1 of HGTV's popular home design series, "Rock the Block." The series featured four of HGTV's biggest stars in the home renovation and design space who competed to see who could best apply their unique talents and personal touches to four identical, side-by-side homes at Aliento. The goal was to use the homes as their canvas and create one-of-a-kind designs that would become extraordinary dream homes with elevated property values.

Opportunity

Now more than ever, consumers are well-educated and well-versed in design, from how a kitchen is laid out, to which materials are used in a master bathroom. And, they have very particular needs and demands when it comes to how their new homes will complement and enhance their lifestyle. How do builders accommodate a myriad of buyers who want specific choices and personalization in their new homes?

Solution

Tri Pointe Homes Orange County-Los Angeles accomplishes this by offering some of the industry's most unparalleled design options on the market, building its reputation as a premium lifestyle builder—a key reason that its community was chosen as the backdrop for HGTV's hit series. The show was the perfect avenue to demonstrate the innovative ways the homebuilder curates home design selections and options and elevates customer experience and expectations, while delivering homes that are unique to each buyer's needs, desires and lifestyles.

Result

Tri Pointe Homes Orange County-Los Angeles was able to create a fun and unique approach for millions to see its award-winning strategy for master-planned community concepts and how it pushes the design envelope of well-designed, premium lifestyle residential offerings at attainable price point across several demographics.

Tri Pointe Homes Orange County-Los Angeles' appearance on the show achieved impressive results for the show itself. The Season 1 finale drew a 56 percent rating increase over year-ago levels and a 43 percent boost over the previous six weeks. The show homes were also put on the market and proved so popular with home shoppers that only one remains available to purchase. Meanwhile, the

“Get the Look Packages” concept has been a major hit with homebuyers. These packages, offered through Tri Pointe Homes Orange County-Los Angeles’ Design Studio, continue to inspire home shoppers who are using the wide array of design elements from the hit series to create looks that are personal and one-of-a-kind.

