

Tri Pointe Homes Arizona Case Study

Tri Pointe Homes Arizona partnered with experts to comprehensively assess the living needs of a unique core customer to masterfully craft a home of convenience and comfort for the 55+ demographic of Victory at Verrado's Active Adult Community.

► Precision in Craftsmanship for a Unique Core Customer

Background

Tri Pointe Homes Arizona is a developer of single-family homes for premium homebuyers in the greater Phoenix and Tucson markets. Using a suite of proprietary processes and tools including FlexDesign®, LivingSmart® and their Design Studio, the company specializes in home customization, reliably delivering homes that are tailored to a buyer's specific needs. In early 2015, the company debuted the Freedom Collection of Homes at the brand new active adult community of Victory at Verrado, located in the West Valley of the greater Phoenix metropolitan area.

Opportunity

Arizona, and specifically the Phoenix market, is one of the most fiercely competitive homebuilding markets with the highest concentration of national and regional builders in the country. As a popular city for retirement, Phoenix has seen a surge in homebuilders catering to the active adult housing market. To be successful in a market inundated with competition, it is critical a homebuilding company differentiates itself. To thrive, Tri Pointe Homes Arizona was charged with designing not only a great home, but delivering a premier, customized product that exceeded the market expectations. This meant fully immersing themselves in the living needs and desires of the 55+ demographic to carefully orchestrate a flawless design.

Solution

As a company that prides itself on customization, Tri Pointe Homes Arizona took to the experts to assist in its quest to offer a sharp design, fitting for a more mature demographic. The company worked with national active adult experts to develop its Freedom Collection of homes, which combines beautiful architecture with subtle design cues that add convenience and ease to living, such as one-story floor plans, split master bedrooms, wider hallways and doors, sitting showers, raised appliances and easily accessible storage. The Freedom Collection not only offers a home of comfort, but a home that the 55+ demographic can continuously grow into as they live their active lifestyles.

Result

By collaborating with subject matter experts, Tri Pointe Homes Arizona was delighted to unveil the Freedom Collection, masterfully crafted for convenience and comfort for the 55+ demographic. With home sales underway at a brisk pace, the features included in the Freedom Collection capture the spirit of an active lifestyle and celebrate the community of Verrado. Within the Victory district, Tri Pointe Homes Arizona owned 98 home sites with another 92 under contract so the company could further expand its homebuilding success.

