

Tri Pointe Homes Houston Case Study

Tri Pointe Homes Houston reinvents traditional home design to meet buyer demand for views and inviting streetscapes resulting in new development positions.

► Reinventing Traditional Home Design to Meet Buyer Demand for Views and Inviting Streetscapes Results in New Development Positions

Background

For nearly 45 years, Tri Pointe Homes Houston has been a staple in Houston as the region's leading builder of superior luxury homes, defining the concept of an affordable luxury home. The company's consistently strong customer satisfaction scores have earned the builder a glowing reputation, with two-thirds of sales coming from word of mouth. The company's strong leadership and reputation has also attributed to its financial strength spanning over four decades, having never taken a loss—even during market downturns. In a market that is constantly changing, Tri Pointe Homes Houston takes pride in adaptability, offering unique products that set them apart from competitors. The Living View

Series, designed with families in mind, is evidence of Trend maker's ability to stay ahead of the homebuilding curve, offering an advantageous spin on the traditional home footprint, resulting in fantastic views, usable yards and inviting streetscapes.

Opportunity

To remain a leader in an evolving market, Tri Pointe Homes Houston strives to think outside the box. With a focus on both aesthetics and resourcefulness, the company began conceptualizing ways to address lot availability and lot delivery constraints. Crafting a plan that would drastically change traditional architectural designs would mean changing layouts on lots as well, and in the initial offerings of this design, it became evident that finding a solution to these age-old issues would mean re-conceptualizing lot spaces, as well.

Solution

Tri Pointe Homes Houston remained steadfast in making this series a flawless reality for its customers. By turning an architectural design concept on its side, literally, the Living View series provides an expansive front elevation, allowing for panoramic 'living views' from both the front and back of the home rather than providing the less desirable views of the sides of neighbor's homes or fences. Rather than trying to squeeze the design into a 90-foot lot, or tampering with the home design and sacrificing square footage, the president and land team of Tri Pointe Homes Houston presented the concept for larger lots to developers, and were able to secure larger lot sizes for future offerings to allow the design to realize its full potential. Tri Pointe Homes Houston now requires a 110-foot or larger lot depth for the Living View series, allowing the customer to maximize the views and utilization of both the front and back yard.

Result

By creating and perfecting the Living View series, the company is continuously offered positions in different developments due to the series' success and customer satisfaction ratings, with four developers in seven different communities designing sections for it specifically. Additionally, re-conceptualizing lot plans has allowed the company positions in communities they wouldn't have otherwise had, and without developers having to eliminate existing land segments-a proverbial win/win for all interested parties. Over the years, Tri Pointe Homes Houston has built the Living View

series in seven communities throughout the Houston area. The company has closed 296 homes with the Living View design between 2009 and 2014 at an average sales price of \$376,000.

