



Tri Pointe Homes Inland Empire **Case Study**

Tri Pointe Homes Inland Empire puts the customer first to produce thriving communities.

► Putting Customers First to Produce Thriving Communities

Background

Tri Pointe Homes Inland Empire boasts an outstanding reputation in California's Inland Empire as the premier builder of quality master-planned communities. The company prides itself on seeing projects through from raw land to home closing, one of the last homebuilders of this kind to legitimately own the entire development process. Tri Pointe Homes Inland Empire emphasizes competitive production cycle times while always being cognizant of a safe working environment. The company's high-ranking sales performance with award-winning customer satisfaction is evidence of their high regard in this market. With a combined total of over 60 years in homebuilding experience in the Inland Empire, the key executive personnel for Tri Pointe Homes Inland Empire are the masterminds behind the esteemed Canyon Hills development, a thriving master-planned community in Lake Elsinore that,

upon completion, will consist of 3,500 homes and an 18-acre sports park with two recreation facilities.

Located west of Canyon Lake in the Foothills of Lake Elsinore, this flawlessly designed community offers shopping, parks and recreation with homes that touch a full spectrum of potential buyers, presenting products spanning from townhomes and small lot detached homes to traditional single family and move-up homes.

Opportunity

As a secondary commuter market in the greater Los Angeles area, primary commuter markets are steep competition for Canyon Hills, and state and local jurisdictions make building in lower revenue markets a challenge. For homebuyers to consider purchasing in secondary markets, the prerequisite for quality design increases exponentially. Purchasers expect to find far more luxuries and benefits from moving farther from the city center in hopes of offsetting the additional commuting distance, with added value being of the utmost importance.

Solution

Due to the company's longevity in the Inland Empire, strong relationships with jurisdictional partners have been established, which allowed for efficiency in maneuvering through cumbersome city-related obstacles, ultimately allowing Canyon Hills to become a reality. While Canyon Hills may compete geographically with the commuter markets, Tri Pointe Homes Inland Empire remains unrivaled in customer satisfaction, offering floor plans and design options that many home seekers find unexpected at the company's competitive \$361,000 average price point. The company strives to find innovative ways to cater homes to customers' needs, presenting opportunities to build homes that families can continue to grow into. The perks of being within a master-planned community, such as convenience, amenities and open space, allow for endless marketing opportunities for the target market, with living luxuries buyers wouldn't otherwise have access to in primary commuter markets.

Result

By leveraging its strong knowledge base in master-planned communities and focusing on customers' needs, Tri Pointe Homes Inland Empire was able to deliver Canyon Hills, a prosperous community. The company's ability to take on the role as planner, developer and builder of this community has

fortified Tri Pointe Homes Inland Empire's aptitude in large scale planning, with an unwavering focus on the customer first. The company's customer-centric approach won them the 2014 Avid Cup Award for the highest customer satisfaction ratings in North America. The success of Canyon Hills illustrates the expertise that Tri Pointe Homes Inland Empire has in this full range of development and, to date, over 2,500 of the 3,500 homes in Canyon Hills have been built with 2,650 homes sold. The addition of commercial spaces, schools, community parks and recreation amenities further solidify Canyon Hills as a magnificent neighborhood for years to come.

