



QUICK FACTS

COMPANY

Chancel Builders, established builder for over 50 years in Myrtle Beach, South Carolina

THE PROJECT

Starting a new building project in another state where contacts and suppliers are unknown

CHALLENGES

- Timing of product on the ground
- Connecting to a trade base in an uncompetitive market
- Staying within budget

SOLUTION

HomeSphere's Building Universe connections

RESULTS

- Connection to trusted trade, as well as brands
- Time and budget saving

CUSTOMER SUCCESS STORY

When Chancel Builders moved into a different state to begin work on a new development, they looked to HomeSphere to help them connect to industry trade professionals, as well as brands represented in the area. These connections helped Chancel reduce development time and allowed them to stay within budget.

An established family-owned builder, Chancel Builders has been building homes in the Myrtle Beach, South Carolina area for over 50 years. Noted for their high level of craftsmanship and design, Chancel continues to build for both the residential and commercial markets.

Like most smaller towns, Myrtle Beach was not immune to the effects of the recent recession, causing many businesses to re-think their development strategies. It was at this point that Chancel looked at opportunities outside the Myrtle Beach area and found a development project in Chattanooga, Tennessee looking for builders.

Chattanooga, located in the southeastern part of the state, is the fourth largest city in Tennessee and is made up of a diversified and growing mix of manufacturing and services industries. Just last year, Volkswagen Group of America opened the Chattanooga Assembly Plant, their largest in North America. Chancel's new building project is comprised of over 1,000 lots and sits just outside of the city.

Chancel's challenge was to secure trade and brand relationships quickly in an unfamiliar and uncompetitive market. Fredis McKnight, Chancel's superintendent at the time, immediately contacted HomeSphere Regional Sales Manager, John Poe. "HomeSphere is known for their strong connections within the industry," stated McKnight. "They were the first ones I called when we decided to work on the Chattanooga project." When John Poe received McKnight's call, he instantly started making those connections. With years of experience and industry knowledge within the Southeast region, Poe reached out to his industry contacts to help Chancel secure trusted trade professionals for the project.

"In this particular market there's not a lot of competition, so I knew I needed to connect to quality professionals," stated Poe. "By making a few calls to industry contacts in the area, I was able to find those trades and provide Chancel with references." It was also imperative that Chancel connect to manufacturing brands to quickly get product on the ground. Again, John Poe was able to connect Chancel with over 70 HomeSphere brand partners. "John was able to connect us with national leading brands to meet our timeframe, as well as our budget," added McKnight. "These are connections we couldn't have made as efficiently in the timeframe required."

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CHANCEL BUILDERS

While Chancel Builders has since left the Chattanooga project, they continue to use HomeSphere to keep them connected to national leading brands, exclusive deals and solutions to help them increase overall profit. With the Chattanooga project, Chancel was able to move successfully into an unfamiliar and uncompetitive market with HomeSphere's Building Universe connections. HomeSphere was able to make important connections to quality trade professionals that included key references. In addition, Chancel was also linked to national leading brands that helped them quickly and effectively get product on the ground in a short timeframe and within a defined budget. Helping mid-tier builders connect to more revenue opportunities while they continue to focus on constructing homes is what HomeSphere does best. HomeSphere's Building Universe provides movement into exclusive, influential product manufacturer relations resulting in stronger negotiating and purchasing power. As a result, the mid-tier builder is able to become more profitable and competitive within the Building Universe.