# From Growing Pains to Profitable Growth: How a Leading Builder Increased Profit by >$5K Per Home with Virtuo

*Case Study:* *How Virtuo Helped a High-Growth Builder Double Sales While Unlocking Over $2.7M in Net New Profit*

**Virtuo**

## The Builder Story: From Operational Complexity to Profitable Scale

A highly respected homebuilding company and Virtuo partner has experienced significant growth — expanding from 200 homes in 2022 to nearly 500 forecasted through 2025.

To sustain that momentum, their leadership team recognized the need to scale operations as efficiently as they were scaling sales.

But with that growth came new challenges: operational complexities that were slowing teams down and limiting revenue potential.

**Sales reps** were spending over **2 hours per home** on manual updates and customer follow-ups — time that could have been spent selling.

**Customer care teams** were stuck in reactive workflows, dedicating **1–4 hours per home** to chasing down service requests.

**IT teams** were burdened by disconnected tools, fighting to maintain fragmented systems instead of focusing on strategic initiatives.

Despite heavy investments in customer experience, **referral rates plateaued at 10%,** and internal inefficiencies made it difficult to scale homeowner satisfaction efforts.

These breakdowns weren't just frustrating — they were draining time, driving up costs, and putting a ceiling on how fast the team could grow.
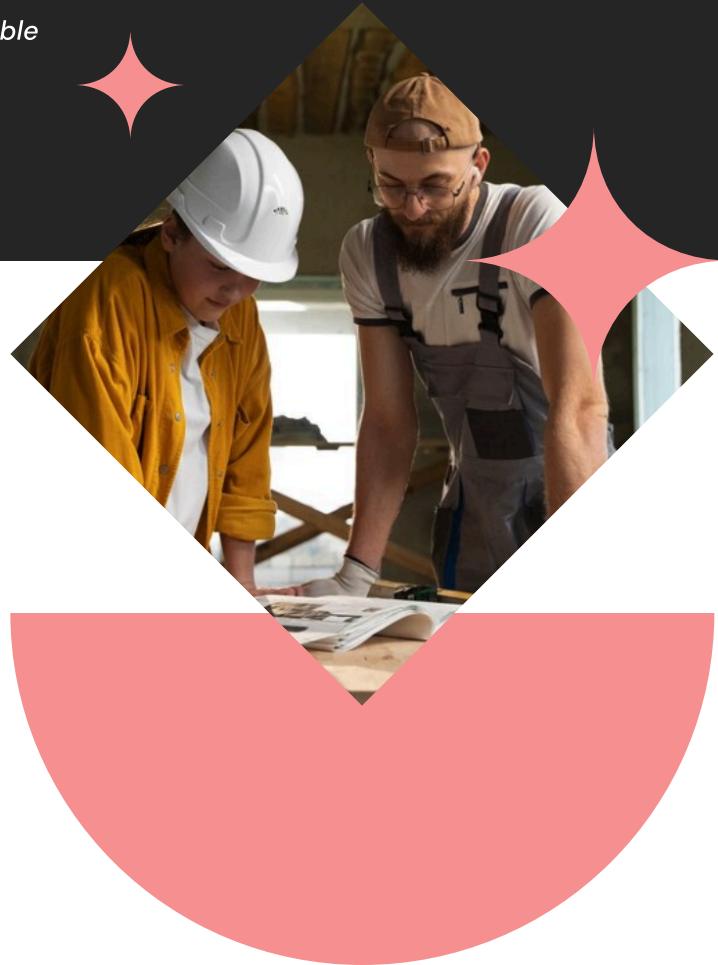
## The Solution: Unifying Systems to Unlock Growth

To support their next phase of growth, this builder partnered with Virtuo to simplify the homeowner journey and scale more efficiently. With Virtuo's centralized, AI-powered platform, they were able to:

✓ **Consolidate scattered tools** into one streamlined system

✓ **Automate homeowner communications,** construction updates, and service workflows

✓ **Free up sales and support teams** to focus on higher-impact work

✓ **Strengthen the customer experience** — boosting trust and referral growth

# The Results: Material Impact on Revenue and Profitability

**$** **$5,700** in Incremental Profit per Home

→ By increasing internal efficiency, unlocking sales capacity, and driving more referral-based deals, the team achieved **$5,700 in net profit per home** — fully accounting for their investment in Virtuo.

**$2.71M** Annual Net Profit Impact

→ Operational efficiencies combined with stronger referral performance unlocked over **$2.7 million** in annual net profit gains.

→ Sales team efficiency gains delivered **$1.215M**, while referral growth contributed an additional **$1.425M** in profit.

**2,800+** Hours Saved Per Year

→ Sales reps saved **2+ hours per home,** enabling them to close **0.75 more homes per rep per year**

→ Support teams saved **4 hours per home,** totalling **~1,900 hours** annually by reducing time spent on homeowner inquiries and service requests

**50%** Increase in Referrals

→ Referrals grew from **10% to 15%**, a **50% lift**

→ Improved buyer trust and experience reduced reliance on paid acquisition and helped improve overall customer acquisition efficiency.

## Why It Matters

This high-growth homebuilder turned operational complexity into a catalyst for top-line growth and bottom-line efficiency.

By partnering with Virtuo, they:

- Scaled home sales by more than **2.5x**
- Added **$5.7K in profit per home**
- Unlocked over **$2.7M in annual net gains** — all while delivering a stronger homeowner experience

With fewer bottlenecks and more time for selling and service, their team now operates with a scalable, sustainable model built for continued growth.

*Based on actual results from a leading regional builder using Virtuo's platform.*

**See how Virtuo can help your teams sell more, scale faster, and unlock profitable growth.**

**Let's connect** →

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