



“Our decision to use BDX Listings is a simple one”

Neal Communities is a prominent home builder in Southwest Florida and plans to expand into the Tampa Market in 2015.

Neal Communities was created in 1974 by Pat Neal, who is a former state Legislator, and a recognized community and state wide leader. Three generations of Neal family members have worked hard to make Neal Communities the most established family-owned and operated company in Southwest Florida. Pat Neal’s vision of helping people improve their lives is seen through the hard work and commitment of the Neal team through each customer relationship.

In 2012, Neal Communities was one of four builders selected and named America’s Best Builder by Builder Magazine in the 100-500 closings category. Recognition was given to the company for its detail oriented commitment to finance and operations. In May of 2014, the company achieved a new milestone by moving up in ranks to a Top 50 Builder in Builder Magazine.

Being in business for over 40 years and having two home building entities – Neal Communities and Neal Signature Homes, it is no surprise that they have recently become an “All-In” listings builder. Neal Communities uses BDX to promote their homes on over 300 real estate portals and help drive traffic to both their website and sales centers.

Quick Stats:

Builder Name:

Neal Communities

Location:

Southwest Florida

Website:

www.nealcommunities.com

Digital Strategy Manager:

Liz Reuth



“Our decision to use BDX Listings is a simple one – BDX brings a large amount of leads into our system and we see that consistently each month” said Liz Reuth, Digital Strategy Manager at Neal Communities.

Neal Communities has high goals for 2015 including selling over 1,000 homes (they sold 864 in 2014), expanding into the Tampa Market, and focusing on website and mobile usability. To reach these goals, Neal Communities uses BDX’s agent facing website New Home Source Professional to get in front of thousands of agents in their area and increase interest in their 22 active communities in several Florida markets.



“The customer service from BDX team members is excellent and always feels more like a partnership than a vendor relationship.”
–Liz Reuth, Digital Strategy Manager, Neal Communities

NEAL COMMUNITIES

Southwest Florida’s Most Experienced Home Builder For Over 40 Years



Neal Communities is also using webArchitect to reach their goals of having an exceptional website and mobile experience for consumers. The webArchitect website platform is created specifically for home builders and includes a flexible layout that automatically adjusts to mobile or tablet sized screens so content isn’t managed separately for your mobile presence -- one place, one design that works across all devices. Based on Google’s new algorithm, responsive websites will rank higher in search results making this functionality even more important. Neal Communities’ responsive

website design will help them continue be a leader in the home building industry. “While we don’t use the entire suite of products BDX offers, we do use quite a few and have been very happy with our webArchitect and listings experience” said Liz Reuth. To make an even bigger impact on their website, Neal Communities has also started using BDX’s high quality color renderings to bring their communities to life.

BDX’s Christine Blacklidge has made sure that the partnership with Neal Communities has been a strong one. Liz Reuth feels that “The customer service from BDX team members is excellent and always feels more like a partnership than a vendor relationship.”

BDX has an array of advanced technical products available to help builders, such as Neal Communities, reach their highest marketing potential. Liz says that “Based on our experience with BDX products and service, we are always interested to hear about the new products that BDX is offering because it is very likely that we’d want to buy them!”

For more information email: info@thebdx.com, call: **1-866-651-8866**, or visit: www.thebdx.com.

