MOVING FROM LOCAL TO ONLINE
Capstone Homes had a stellar reputation in the community and were well known in the city of Flagstaff, but they were not capturing buyers that were moving from out of town. Their advertising efforts were entirely localized, limiting their reach and brand awareness outside of the area. When Mary Norton joined the Capstone Homes team as the Director of Marketing in early 2018, she was determined to grow brand awareness and expand their reach. Having worked with BDX in a previous role in California, she knew that listing on New Home Source would achieve the aggressive goals that she set for Capstone Homes. “I knew we needed to be where people are searching for new homes, and that place was online and on New Home Source,” says Mary Norton. By the second quarter of 2018, all of their communities were on New Home Source and they were beginning to see results.

NEW WEBSITE GETS RESULTS
Capstone Homes didn’t stop with listings, they also engaged with BDX to build a brand new website in March of 2019. Asked about what prompted them to build a new website with BDX, Mary detailed how the BDX Live integration with the website made it easy for them to update their new home inventory in one spot with less errors.

“I knew we needed to be where people are searching for new homes, and that place was online and on New Home Source.”

MARY NORTON
Marketing Director
Capstone Homes

ABOUT CAPSTONE HOMES
Capstone Homes began in 2009 as a custom builder in Flagstaff, Arizona. Only a decade later, they are the largest builder in their area and have expanded into nearby Prescott, offering production and semi-production homes in addition to their build-on-your-lot and custom program.

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“The most notable difference with the traffic that we receive from New Home Source is that it is qualified traffic. Shoppers that come to our website from New Home Source, spend more time on our website and visit more pages. This shows that they are more actively engaged with our brand and more likely to buy.”

Website users were up 119% YOY for 2018 and are expected to increase 40% by EOY 2019

They also found that the features of the platform were what what they needed and the layouts were flexible enough to accommodate what they were looking to achieve. “I’ve received a lot of great feedback. Our sales team loves the new website and the integration with Sales Simplicity,” says Mary Norton. Capstone Homes has also recently started working with the BDX SEO team to ramp up their SEO and content on the site. They knew that by working with the BDX SEO team they could make sure that their SEO and PPC efforts were not competing against each other and would be effective in their own right.

**ADVERTISING—A BIG PAYOFF**

Once all of the communities were up on New Home Source, Capstone homes added more fuel to the marketing fire with native advertising on New Home Source, Realtor.com native ads, PPC, Facebook retargeting and began retargeting their listings on New Home Source as well as their website. The results have been phenomenal. Their website users were up 119% YOY for 2018 and are expected to increase 40% by EOY 2019. According to Mary Norton, “The most notable difference with the traffic that we receive from New Home Source is that it is qualified traffic. Shoppers that come to our website from New Home Source, spend more time on our website and visit more pages. This shows that they are more actively engaged with our brand and more likely to buy.”

**WINNING WITH PPC**

127% increase in viewers

54% increase in CTR

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"I’ve enjoyed working with the BDX Team and the strategies we’ve put in place are working. The owners are pleased and our sales agents benefit by the well-qualified leads. I knew we’d get good results with BDX, but these are phenomenal," says Mary Norton, Marketing Director for Capstone Homes.

**A WORTH-WHILE INVESTMENT**

Capstone Homes also made the decision to increase their overall spend for PPC and hire BDX to manage the campaigns. "So far, it’s going great. We increased our spend on Google and we are paying BDX to manage our PPC so our costs have gone up, but it’s been worth it. We have seen a great ROI with a 127% increase in viewers and a 54% increase in CTR since BDX took over. Our cost per click has also decreased with the strategies that BDX has put in place," reports Mary Norton.

**CLOSING THOUGHTS**

"I’ve enjoyed working with the BDX Team and the strategies we’ve put in place are working. The owners are pleased and our sales agents benefit by the well-qualified leads. I knew we’d get good results with BDX, but these are phenomenal," says Mary Norton with Capstone Homes.

Capstone Homes is excited about their expansion into nearby Prescott and are looking forward to what the future holds. Asked about their plans for further expansion, Capstone Homes was sure that they would continue to be a locally focused builder that invests back into the communities that they build in and that is something BDX is proud to support.

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