

## Building Visibility with Geopointe: How Thomas James Homes Constructs with Confidence



“If you want to visualize anything on a map, Geopointe is the right solution. It’s an easy way to visualize data without spending a lot of time or money.”

**Rushi Bhatt**

Customer Intelligence and  
Insights Manager

### The Challenge:

- As the nation’s largest single-lot homebuilder, Thomas James Homes (TJH) needed a better way to visualize their properties in relation to one another.
- They lacked granular visibility and wanted to see their properties at both the street and division level.
- With two decades of historical data, they also required a solution that enabled quick understanding of past business and future opportunities.



### Why Geopointe?

- Transformed raw Salesforce data into powerful visualizations with one click of a button.
- Assignment Areas allow TJH to seamlessly group properties by division with multiple data layers.
- Quick answers and consistent support from Geopointe’s Customer Success team was a breath of fresh air compared to previous solutions.
- Geopointe offered the best value at the right price point.

### The Results

- ✓ **Strategic planning:** with a clear view of past and present acquisitions, it’s easier to forecast and make decisions about where to continue doing business.
- ✓ **Time saving:** instant access to data sets, filters, and shapes helps TJH streamline processes and find key information faster.
- ✓ **Quicker onboarding:** new hires can review historical data and understand how and where the company operates.
- ✓ **One-stop shop:** the land acquisition team can easily see data on active or historical projects in one place.