

## Production Management Helps Grow Revenues for Crosswinds

Crosswinds Communities, a Michigan-based production homebuilder, had no accounting software or automated systems at all, including no systematic way to track costs and profitability.

So the company turned first to Accounting, a Sage Timberline Office application, and then signed up for the Production Management module.

### Software “Shows Us the Data”

Keith Kallen, Crosswinds Communities vice president of business development, says the changes have made the company more cost-conscious as an organization because it now has detailed information available. “Before we had Accounting and Production Management, people had ideas of what they thought was happening, but we needed to see the data.

“Sage Timberline Office gave us the opportunity to track costs and profitability on a job-by-job basis,” Kallen says. “It’s huge because the entire discipline of budgeting and tracking costs was implemented, and people actually know where they are. They are able to write their budgets on a go-forward basis with real information that was readily available from the previous month and the prior quarter.”

### From Complete Lot-by-Lot Management to Land Development

Thanks in part to its new ability to manage its costs and profitability, Crosswinds Communities quadrupled its business over a 10-year period, growing from 250 homes per year to more than 1,200 homes per year in Michigan, Florida, California, and Arizona—grossing \$160 million per year.

“Sage Timberline Office is fantastic from a job-costing financial statement point of view. The combination of Job Cost and General Ledger, and the way they work together, provide everything we need to manage on a lot-by-lot basis as well as our land development,” Kallen says.

### Customer:

**Crosswinds Communities**

### Industry:

Production Homebuilding

### Location:

Novi, Michigan

### System:

#### Sage Timberline Office

- Accounting
- Estimating
- Reporting and Other Tools

## CHALLENGE

Without an automated accounting system, the company lacked the data to reliably track costs and profitability.

## SOLUTION

Sage Timberline Office provides the builder with a system for budgeting and tracking jobs. The software takes the guesswork out of managing lot and land development projects.

## RESULTS

Crosswinds Communities manages project budgets with greater control and efficiency, and has quadrupled its business over a 10-year period, growing from 250 homes per year to over 1,200 homes per year.

Crosswinds Communities takes advantage of Production Management's ability to set up costs based on contracted values. By doing so, the builder has eliminated the need for subcontractors to submit invoices. Instead, Crosswinds Communities generates purchase orders and pays based on them.

"Because we're a production homebuilder and we're attempting to build a similar home repeatedly, once we've determined what our costs are going to be, there's no reason to go through the redundant task of invoicing," Kallen says. "Once we've issued a purchase order in the system, payment approval is a matter of checking a box on the screen. There's no other data entry that needs to take place."

For more information about Sage Timberline Office, visit [www.sagecre.com](http://www.sagecre.com), call 800-628-6583, or contact your local Sage Timberline Office Business Partner.

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— Keith Kallen  
Vice President of  
Business Development