

# Builder Town Hall - August 8, 2025

## Key Takeaways & Action Items

### Summary

Hosted by Meredith Oliver with Angela McKay and Kerry Mulcrone, featuring Sarah Titus (Eastbrook Homes) and Kyle Erdman (Foundation). Focus: blending technology with culture to enhance the homebuyer experience.

#### Highlights:

- Tech should support existing processes and culture.
- Proactive touchpoints build trust and prevent buyer's remorse.
- Pulse surveys capture real-time feedback at key milestones.
- Company-wide Foundation app launch streamlined communication.
- Reduce employee friction while improving service.
- Infuse joy into the process for both buyers and employees.

### Action Item Takeaways

1. Map People & Process First - Define touchpoints and workflows.
2. Centralize Communication - One platform for all buyer communication.
3. Personalize Journeys - Collect and share lifestyle/preference data.
4. Pulse Surveys - Gather milestone feedback and act quickly.
5. Start Small - Solve one major pain point first.
6. Train Teams - Focus on habit changes, not just software.
7. Vendor Engagement - Expect responsiveness and alignment.
8. Balance Efficiency with Joy - Make the process uplifting.