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Fairfield Homes has created some of Southern Arizona’s most highly sought-after master-planned communities. In addition to building with quality and integrity for over four decades, Fairfield Homes values and cares for the land itself. They continue to provide careful attention to selecting land, finding awe-inspiring mountain views and lush desert landscapes with distinctive characteristics that help build amazing homes and communities.

With Fairfield Homes’ expertise in blending beautiful new construction ranging from the \$200’s to the \$630’s with the existing desert backdrop of Arizona, they turned to BDX to get buyers’ attention. Fairfield Homes has been a part of the BDX family since 2013, and understands the value of reaching new home shoppers online. “BDX has provided us a great platform (NewHomeSource.com) to target customers who are actually in the market for a new home” said RaeLyn Harrison, Marketing Director of Fairfield Homes. With NewHomeSource.com reaching over 1,000,000 unique visitors a month, Fairfield Homes knows they are reaching the most qualified new home shoppers on the market. Fairfield Homes has also gone “all-in” with listing all of their communities with the BDX and now can be included on Realtor.com®, where BDX is the exclusive listing distributor of new construction and where over 18 million home shoppers visit every month (comScore).

Not only did Fairfield Homes take advantage of the BDX Listings Network, but they also leveraged BDX’s expert WebArchitect team to create a functional and beautiful

Quick Stats:

Builder Name:

Fairfield Homes

Location:

Arizona

Marketing Director

RaeLyn Harrison

Website:

www.Fairfieldhomesarizona.com



website. Raelyn recalled the daunting task of website redesign as one of her first assignments with the Arizona based builder. “One of my first assignments, when starting with Fairfield Homes, was to manage, update, and re-design our website. This was a task that was completely overwhelming. The assistance I have received over the past year has been phenomenal. In addition, the new WebArch platform is amazing and has allowed me the ability to change the look and colors to more personalize the site.”

And of course, all of the support they receive in regards to Fairfield Homes’ BDX products is because of their amazing Account Manager, Jennifer Hunter, and their Digital Marketing Consultant, Nicole Wilson. Raelynn says, “Whenever I have issues or questions, Nicole and Jennifer are always available to help or put me in touch with those who can help me.” BDX is proud to be more than just a marketing company, but one that offers full service support and guidance through expert customer service.

Fairfield Homes is also currently considering BDX’s Renderings to highlight the beauty of both Southern Arizona and the artistic blend their homes have with the landscape. According to a Bokka Group study, about 85% of home buyers today say that high quality renderings and photo galleries are influential in their purchase decisions. Realistic renderings can make all the difference when showcasing both the inside and outside of your homes and developments and help buyers imagine themselves in a brand new home.

With BDX’s industry knowledge and guidance, Fairfield Homes will continue to grow their success and maintain their balance with the Arizona landscape to build sustainable and buzz-worthy homes.



BUILDER TIP:

Over 35% of shoppers who searched for new homes on NewHomeSource.com visited a builder within a week. What are you waiting for? Learn more about our Listings Solutions to find out how to reach more new home buyers.



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