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Robertson Homes has continued to be a major force in both condominium and single-family home developments and has developed over 40 communities in southeastern Michigan – having received many awards over the years as a Michigan new home builder.

Since their beginnings in 1945, this tried and true builder has made a real difference in the U.S. that began its legacy building affordable homes for returning World War II veterans. Such dedication to their homes and the families they serve has ranked them #257 nationally by Professional Builder Magazine. Robertson Homes has even built several golf course communities that feature some of the country’s most premier playing grounds.

Since 2012, BDX has been a pivotal part of their marketing strategy helping them become an even more successful builder throughout Michigan. When asked about what BDX means to Robertson Homes, Michelle Byron, Marketing Director stated that, “BDX has become a very valuable resource for Robertson Homes. Their websites and advertising programs provide us with great exposure to qualified prospects that value new.” Robertson 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).

BDX is delighted to be such an integral part of Robertson Homes’ marketing strategy and seen as a valuable asset. They also have taken advantage of several other BDX

Quick Stats:

Builder Name:

Robertson Homes

Location:

Michigan

Marketing Director

Michelle Byron

Website:

www.robertsonhomes.com



products including Advertising, Photography and the ability to reach thousands of agents in their area with Agent eFlyers.

However, Michelle stated that while BDX's products are key to their strategy, they also appreciate the unmatched industry knowledge that includes educational whitepapers and webinars. "Their training resources help us keep up to date on national trends even though we are a regional builder. I work with many industry related vendors and can always count on the BDX team to answer my questions or work with me through any issues or new projects." BDX provides builders with the latest homeshopper trends and studies to help keep them relevant and successful in their marketing strategies.

As Robertson Homes continues their tradition of home building throughout Michigan and beyond, BDX will be right there alongside them providing expert support and guidance.



With over 90% of home shoppers surfing the internet to do research on which home to buy, its imperative to list your homes and plans online. With BDX's listing solutions, your homes and plans will have incredible visibility and bring in more traffic to your sales centers!



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