

Award-winning residential developer Trumark Homes relies on LandVision™ to provide accessible location information at all stages of the development process.

TRUMARK HOMES

Success Story

Newport Beach, California



BUILDING & LAND DEVELOPMENT



PROBLEM

Property research and analysis were difficult and time-consuming, and available data often failed to provide a comprehensive overview of target markets.



SOLUTION

LandVision delivers current and accurate property information that is easy to use for all project teams.



BENEFITS

- **Conduct Due Diligence with Confidence:** Access a rich library of map-ready content to help you identify potential problems and find opportunities.
- **Leverage Actionable Property Information:** LandVision ties over 300 property & tax attributes to parcel boundaries, allowing you to gather information for data-driven project planning.
- **Share Data Across Project Teams:** LandVision is accessible regardless of GIS skill level, facilitating collaboration.

Trumark Homes Uses LandVision to Streamline Real Estate Development Across Project Teams

Trumark Homes specializes in residential construction and was recently named “Builder of the Year” by Professional Builder Magazine. When asked how he and his team leverage LandVision, Vice President of Community Development Eric A. Nelson says “I use it for everything!”

LandVision Simplifies Pre-Development Due Diligence

Trumark Homes uses LandVision as their primary tool for due diligence during the pre-development and pre-acquisition phases of a project.

“Using LandVision, we get straightforward location information, hazard issues, FEMA flood data, and a lot more,” says Nelson. “We can easily make sure there are no red flags, such as a fault line or other underlying problem.”

LandVision Provides Actionable Data for Research and Analysis

LandVision allows Trumark Homes to research property characteristics like ownership, land value, and proximity to school zones simultaneously. By overlaying multiple datasets at once, Nelson’s team can fully analyze potential development sites more quickly than they could without LandVision.

“We were using another product before LandVision,” Nelson explains. “It was limiting in parcel data, plot lines and maps, and demographics, which are data points we need. LandVision saves us valuable time and streamlines our whole workflow.”

LandVision is User-Friendly

Trumark Homes employees use LandVision broadly and across departments, regardless of GIS familiarity. Nelson shares that the company chose LandVision because it is a dynamic map-based real estate application that is also easy to use.

“Our land acquisition team uses it to hunt down potential deals,” says Nelson. “They can search for and analyze deals, and we can aggregate data to fine-tune what we are doing. For example, we can track the size of nearby homes and use that as a baseline for what we’re developing.”

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