Intrax
HOUSING

CASE STUDY

5 ways to predict, optimise slab costs and increase builders' sales in the process.

Civil

Forensic

Housing

Structural

Surveying

Laboratory

Geotechnical

Building Services

Melbourne
Sydney
Brisbane
Adelaide

intrax.com.au
1300 INTRAX

[B]

5 ways to predict and optimise slab costs + increase builders' sales in the process.

AN EXAMPLE OF HOW INTRAX'S RICH DATABASE IMPROVES PROBABILITY OF SELLING HOMES BY REMOTELY PREDICTING SITE CLASSIFICATIONS.

"Homebuilders can leverage our more than 130,000 data points and accelerate their sales process by predicting construction costs and quoting faster than the competition."

Scott Emmett, Geotechnical Manager Intrax

CHALLENGE

Future Homeowners are after certainty when it comes to pricing of their home. When they are looking at options, if a home builder can save them $20,000 on slab costs, the odds are in favour of that builder. However, how a Sales Rep or an Estimator could make an optimised and confident estimation? How to reduce conservatism and improve the probability of winning the sale? Many influential factors are out of reach for most homebuilders. Things like geology of the area, surroundings of the site, what was there in the past, how long ago?

Historically builders have always relied on engineers to provide a site classification of the site, for which they need to test the soil and check the surroundings, go the office and after several days, provide a Site Classification Report. Our innovation team thought of ways to give an edge to its customers by providing a 24-turnaround prediction.

SOLUTION

Intrax decided to leverage their more than 130,000 sites classified across the country and cross them with geology maps of all development regions and use current and historical satellite imagery. Intrax can analyse all the actual and previous conditions of any part of the east coast and SA to predict with 95% accuracy the site classification of any site.

The five ways Intrax predicts site classifications are region detailed geology maps, site classification of neighbour sites, tree type analysis, surroundings and historical satellite imagery.

How we use the data? First we look at our database and run an algorithm to extrapolate all the previous site samples surrounding the site of interest; then we apply a geology layer to assess and optimise the site classification prediction; by looking at high definition satellite imagery, we are able to measure the precise distance of present and most importantly, past trees, and how they might affect the soil moisture. All these steps allow us to predict site classifications accurately and to indicate the optimal location of a slab to minimise the effects of the surrounding conditions.

PAYBACK

Clients using our service tools have increased their revenue by up to $1 Million. When home builders quote faster than the competition, their probability of winning the sale increases.

BENEFITS

- **Quote to your clients fast:** Intrax clients can get a preliminary site classification in hours, not days; helping them run their estimates and lock contracts rapidly.
- **Optimise Slab costs:** Homebuilders can optimise their estimation and deliver competitive quotes to win more business.
- **Quote with absolute confidence:** Homebuilders can have the estimate their construction costs with total confidence.
- **Estimate anywhere:** Our database and geotechnical engineers can provide you with site classification estimates from across the East Coast and SA.

To learn how we can help you increase your sales, contact us at
intrax.com.au