



“I look to BDX as an extension of my marketing team”

Homes by WestBay is making waves in the sunshine state as they currently market 10 communities throughout Tampa Bay; with more to come in 2014.

Like most builders, Janice Snow’s biggest challenge as a marketer is converting online leads into model home visits (sound familiar?) and delivering a strong ROI on her marketing plan. As our conversation progressed, it became clear that while BDX products certainly play an important role in her online marketing strategy, it is her “BDX team” that she values most.

“I look to BDX as an extension of my marketing team,” said Janice Snow, Marketing Manager at Homes by WestBay. “If I was going to give one piece of advice to another builder it would be to know who your key contacts are at BDX and leverage their expertise. I stay in touch with Chris, Crystal or Jamie and know I can count on them when I have a question.”

To help drive interest in their communities and generate leads for their sales team, Homes by WestBay currently lists all of their communities on the BDX network of over 300 real estate sites including NewHomeSource.com, MoveNewHomes.com, and realtor.com\*. They also run banner advertising across the BDX network to complement their online listings.

#### Quick Stats:

Builder Name:  
**Homes by WestBay**

Location:  
**Tampa, Florida**

Marketing Manager:  
**Janice Snow**



“I recently reached out for some advice on our banner advertising campaign,” Ms. Snow continued. “BDX provided a different perspective on our copy and design and when we updated the creative for the campaign based on their advice, we saw click through rates improve.”

It is this kind of personal service that makes BDX’s solutions so valuable for builders. BDX offers free planning and consulting services for all builders to help educate and empower them about the latest marketing programs. If you’re interested in moving the dial, BDX has the research, marketing solutions and experience to help your business succeed.

“My goal is to have my clients look to me as a trusted partner and resource that they can count on,” said Chris McMillen, regional manager for BDX. “I love working with builders like Homes by WestBay who understand the value of digital marketing and are always trying to stay ahead of the curve and build on their success.” ■



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—Janice Snow, Marketing Manager, Homes by WestBay

## About BDX

BDX is the leading online marketing provider for the homebuilding industry and for the past 13 years, we have helped thousands of builders attract more homebuyers, engage website visitors, and convert leads to sales.

For more information email: [info@thebdx.com](mailto:info@thebdx.com), call: **1-866-651-8866**, or visit: [www.thebdx.com](http://www.thebdx.com).