



“I know I can count on BDX”

Payne Family Homes is one of Missouri's premier home-builders. The 12 Payne Family Homes communities in St. Louis and St. Charles Counties are comprised of a collection of family homes, cottage homes and carefree living homes. This assortment offers new home buyers nearly every category of home and price range.

To spread the word about their communities, Payne Family Homes lists all of their communities online across the entire BDX network including NewHomeSource.com, MoveNewHomes.com and now, realtor.com. The ease of providing one xml data feed and having their listings syndicated to over 300 real estate websites is a huge advantage for this growing and fast-paced builder.

And it is paying off.

“The majority of our inbound traffic and leads come from BDX,” said Jessie Smith, marketing coordinator at Payne Family Homes. “It is such a valuable tool for our business. I know I can count on BDX.”

BDX's Chad Bria has been working with Payne Family Homes on their marketing initiatives for over 4 years. His passion for helping builders succeed and his personal investment in the success of his clients is evident.

Quick Stats:

Builder Name:
Payne Family Homes

Location:
St. Louis, Missouri

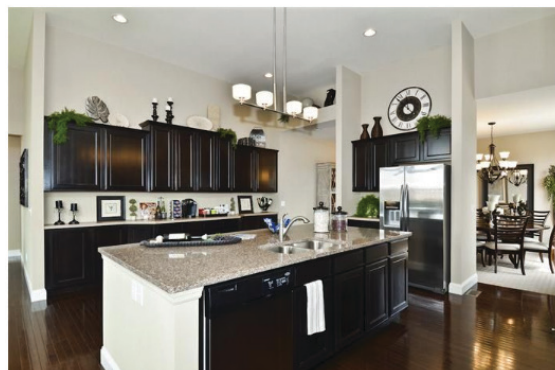
Marketing Coordinator:
Jessie Smith

"I don't know if Chad has a sixth sense, but he always knows exactly what I need and picks up the phone at just the right time," said Jessie Smith, marketing manager at Payne Family Homes. "He is so much more than just our sales representative. He is my best resource and I never feel like he is selling me something that he doesn't find value in. Even when I need a referral for a particular type of product or service that BDX doesn't offer, he is willing to help."

Chad's expertise was put to the test recently when Payne reached out for advice on lead follow-up.

Smith continued, "We were looking for best practices for lead follow-up and Chad helped us think through our plan and offered up different strategies for the different types of leads we were receiving. In the end, our response rates and conversion improved."

Chad explains his consultative approach to the situation, "I am always looking for ways to help my clients solve problems. At the end of the day, it all comes down to doing what is best to help build the builder's business. Sometimes a BDX product is the answer, but almost as often it is advice based on my experience in this industry, one of our BDX University educational resources or a referral to a key partner that can help."



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—Jessie Smith, Marketing Coordinator, Payne Family Homes

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, call: **1-866-651-8866**, or visit: www.thebdx.com.