



Cutting Out The Chaos of Client Decision Making: La Marco Homes' Partnership with Dzinly



BACKGROUND:

La Marco Homes, renowned for crafting high-end, custom residences, faced challenges in managing the exterior material decision-making process for its discerning clientele. Relying on multiple professionals to collaborate with clients often led to overlapping opinions, confusion, and extended project timelines. This complex process not only impacted efficiency but also led to potential discrepancies in the final design, affecting customer satisfaction.

Seeking to streamline the process while maintaining collaboration with local professionals, La Marco Homes partnered with Dzinly, an advanced AI-assisted platform for exterior home design and decision-making. . . . *continued on next page*





SOLUTION:

Embracing a hybrid approach, La Marco Homes integrated Dzinly into their existing workflow to revolutionize the design and decision-making process. The partnership with Dzinly enabled La Marco Homes to maintain collaboration with local professionals while centralizing and streamlining the decision-making journey for their clients. Dzinly's innovative technology empowered clients to interact with various materials and color ideas, with the platform automatically translating final selections, quantities, and specifications to La Marco Homes for seamless implementation.

RESULTS:

The partnership with Dzinly brought about significant improvements for La Marco Homes. By leveraging Dzinly's capabilities, the company maintained collaborative relationships with local professionals while enhancing the client experience. Clients benefited from an immersive and guided design journey, enabling them to play an active role in the decision-making process. Dzinly's seamless translation of client selections into actionable building specifications facilitated a more efficient and precise execution phase, ultimately reducing project timelines and enhancing customer satisfaction. "Out of our entire client journey, our customers always compliment the exterior design and decision process. This is truly a credit to the tools and resources Dzinly affords us" says Greg La Marco.



"Dzinly has provided us a multifaceted tool that allows us to access resources that not only save us countless hours but give our clients confidence in their decisions." –Greg LaMarco, LaMarco Homes

CONCLUSION:

By partnering with Dzinly, La Marco Homes successfully transformed their clients exterior selection process and gained access to professionals and tools unreachable through their local market. The integration of Dzinly not only improved operational efficiency but also elevated the overall customer experience, reinforcing La Marco Homes' commitment to delivering unparalleled luxury residences. "Dzinly has provided us a multifaceted tool that allows us to access resources that not only save us countless hours but give our clients confidence in their decisions" says La Marco.