



M/I Homes

Real Estate

Pivotal CRM

Who They Are

M/I Homes, Inc. is a United States **homebuilding company** based in Columbus, Ohio. Founded in 1976 by Melvin and Irving Schottenstein as M/I Schottenstein Homes, the company now operates as M/I Homes. As of 2013, **M/I Homes is the 16th largest builder of single-family homes in the nation.** M/I Homes' headquarters is located near Easton Town Center in Columbus, Ohio.

Solutions

In 2018, M/I Homes was looking to upgrade their Pivotal UX system to better serve their internal customers, as well as provide excellent external customer service. With Tokara's help, M/I homes completely upgraded their entire Pivotal CRM solution from SmartClient and Windows Client to the latest version of Pivotal UX. One of the UX upgrade project goals was to **create, sell, and support a comprehensive CRM solution built specifically for the Home Building Industry**, including; Marketing, Sales, Contracts, Options, and Customer Support/Warranty. As part of the UX upgrade project, M/I and **Tokara have partnered to create the industry-leading Home Builder CRM product built upon Pivotal CRM**, called Homebuilder CRM by Tokara Solutions. After upgrading their existing Pivotal system to UX Client, Tokara has continued to enhance Pivotal CRM to accommodate their ever-changing business environment in a very competitive industry.

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Tokara Homebuilder CRM is a flexible, complete CRM solution allowing us to track the full customer lifecycle all in one app instead of supporting 4 or 5 separate systems!

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Ron Frissora, CIO, M/I Homes

Success Story

Like many Pivotal customers, M/I Homes has been using the application for over a decade. As the business has changed over the years, **M/I Homes has required a very flexible application that can be quickly enhanced and integrated.** M/I Homes has made the strategic decision to utilize the leading Pivotal partner in North America, Tokara Solutions, to augment their IT team so that their Pivotal instance could provide maximum value to their end-users. Tokara Solutions followed our corporate values of stability and consistency by providing consistent resources to M/I Homes over the years.

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This has allowed M/I Homes access to resources that are extremely strong in Pivotal CRM and also extremely knowledgeable about the Home Builder Industry.

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