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CASE STUDIES

# ResiBuilt

## Real-Time Intelligence for a High-Growth Home Builder


## At a Glance

RESIBUILT

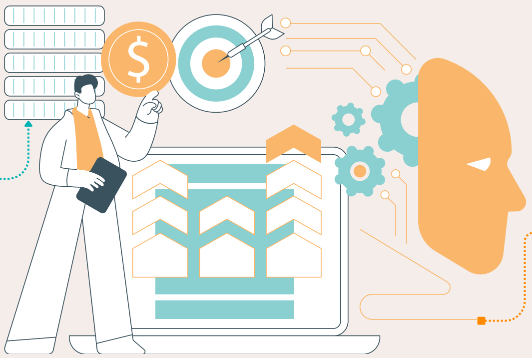
| Industry | Location | Solution | Challenge | Outcome |
|---|---|---|---|---|
| Residential Construction / Real Estate | Southeast United States | **Data & AI** Business Intelligence | 3 business lines in silos, $300M+ budget untracked, 4–5 day reporting lag | 15-tab real-time Power BI platform; reporting reduced from 4–5 days to real-time |

**Technology**

Power BI · DAX · Power Query

### What We Delivered

- Real-time KPI dashboard
- Actual vs. Forecast tracking
- Multi-segment financial visibility
- Custom drill-down filters
- Iterative feedback process



### Data Scope

Multiple business segments and financial dimensions unified into a single reporting environment: actuals, forecasts, and reforecasts across land development, vertical construction, lease-up, and fee build, with drill-down by Strategy, Venture, Community, State, and Market.

## About ResiBuilt

ResiBuilt is residential home builder ranked among the top 60 nationally and top 10 in Atlanta, operating across high-growth markets in the Southeast U.S. Founded in 2018, the company has delivered 4,200+ homes and builds 1,500+ new homes per year across Georgia, Florida, North Carolina, and South Carolina. Their business spans land development, build-to-rent communities, fee building, and home sales , with a pipeline of 5,200+ lots and a fully integrated model covering land development through leasing. In January 2026, ResiBuilt was acquired by Invitation Homes for $89 million.

## The Challenge

ResiBuilt had a reporting dashboard,  but it wasn't working for them. As the business scaled across multiple states, business lines, and venture structures, their existing Power BI environment couldn't keep pace.

Three distinct business lines, DRC Assets, Balance Sheet communities, and Fee Building, were tracked in isolation with no unified executive view. More than $300M in active vertical construction budgets had no live alignment between actuals, forecasts, and reforecasts. And a pipeline of 5,200+ lots had no consistent deal-stage tracking across acquisition and fee build segments.

**The result:** leadership was making strategic calls with incomplete, unreliable data across a business where project timing and financial precision matter.

## Our Approach

Valenta's Data & AI team conducted a thorough review of ResiBuilt's existing Power BI environment and underlying data structure, identifying gaps in logic, visualization, and alignment between data sources.

Rather than rebuilding in isolation, we mapped exact reporting requirements with ResiBuilt stakeholders by business segment from day one, then validated every iteration againg live data.

### Key steps included

**Redesigning the dashboard** architecture to clearly distinguish Actual, Forecasted, and Reforecasted values at both venture level and community level across all active projects.

**Implementing advanced DAX** measures and Power Query transformations for lot-level vertical cost tracking, contingency allocation logic, and curtailment schedule computation.

**Building a modular filter system** across Strategy, Venture, Community, State, Market, Deal Status, and Deal Type.

## Our Solution

Valenta delivered a fully redesigned Power BI dashboard spanning 15 interconnected tabs, from portfolio-level executive views to lot-level cost precision and forward pipeline tracking.

### Key capabilities delivered

Executive overview across DRC, Balance Sheet, and Fee Build, three business lines and 15+ communities visible on a single screen

$300M+ active vertical construction budget tracked live, portfolio level to lot level, with change order detail and balance-to-finish visibility per community

Live contingency flagging with HC/SC color-code flags, at-risk communities identified in real time, not at month end

5,000+ lot acquisition pipeline tracked across LOI, Under Contract, and active stages, segmented by state, strategy, and deal type

Project-level P&L by community, assets, liabilities, rental revenue, debt costs, and net income tracked in real time with lender-level curtailment visibility

Retail forecasting, fee build pipeline, and lot-level job cost reporting, giving procurement, field teams, and leadership a shared source of truth

## Business Impact

With a unified reporting foundation in place, ResiBuilt's leadership gained the visibility to move faster across a business managing **1,500+ home starts per year and a 5,200+ lot pipeline:**

**Reporting cycle eliminated.** Four to five days of manual Excel consolidation replaced with real-time access, what took an analyst nearly a week now takes zero wait time

**Live cost control.** Over-budget hard cost and soft cost conditions surfaced in real time with contingency flags, replacing reactive month-end discovery

**Full portfolio visibility.** All business lines, ventures, and 15+ communities unified on one dashboard, filterable to any dimension in seconds

**Scalable platform built for growth.** The reporting infrastructure Valenta built was part of what made ResiBuilt an attractive acquisition target; Invitation Homes acquired the company for $89M in January 2026

## Ready to Bring Clarity to Your Data?

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