

47 locations

## Legend Homes and Chatmeter join forces to build brand awareness and positive customer experiences

Legend Homes is a Texas-based homebuilder focused on providing houses in vibrant communities, with a core belief that everyone deserves to live in a place of their own. Launched in 1991, Legend Homes is a leader in planning, designing, and building high-quality homes, while also providing holistic support throughout the homebuying journey. With a variety of homes offered, from single-family to rentals, Legend empowers buyers to live a life on their terms in connected communities. Today, Legend Homes has established communities throughout Texas, and they are expanding the geographic markets served. The company's deep-rooted belief in making homeownership accessible for all shows how valued its customers are.

### The challenge

With a desire for increased sales, while maintaining a positive customer experience, Legend knew it needed to focus on its online presence. The first course of action was to ensure they had updated, detailed listings, which is key to engaging homebuyers. In fact, according to the National Association of Realtors' 2023 Home Buyers and Sellers Generational Trends Report, "among all generations of homebuyers, the first step taken in the home search process was to look online for properties."

**96% of homebuyers used the Internet to search for homes, with buyers typically conducting about 50% of their searches on mobile phones.**

"It's important to give our customers a great experience the first time with buying a home," said Drew Gieseke, Content Marketing Manager at Legend Homes. "It's not like they're buying a cup of coffee where you may have another chance to get it right."

"Chatmeter has been an invaluable partner to have. Chatmeter keeps us on track, organized, and in a good position to grow."

—Drew Gieseke, Content Marketing Manager



**LEGEND  
Homes**  
by CAMILLO

### Key challenge

To grow online brand awareness and positive customer experiences

### Chatmeter products used

- Listings management

### Benefits

**98%**

Listings accuracy across search providers

More efficient processes for managing 47 locations

A successful, efficient rebrand that brought all communities under the Legend Homes name

This is why Legend Homes turned to brand intelligence and reputation management company Chatmeter in April 2022. With Chatmeter's unique Listings Management solution, Legend Homes was able to ensure its listings were up to date and accurate, improve online visibility, and easily listen and respond to online feedback from homebuyers. "We have a lot of listings to manage on Google across multiple locations," said Gieseke. "Every community we operate in has a listing. Being able to see the traffic reports and how often we appear in searches, is super useful."

## Solution

Through Chatmeter, Legend Homes can manage and update listings for its many properties quickly and efficiently, which allows the team to keep all the details current and easy to find for homebuyers. With this managed online presence, Legend Homes keeps their customers up-to-date on all their properties as the company expands. Today, Legend has a 98% listings accuracy score across online search providers.

**46% of a company's ranking on Google is dependent on the accuracy of Name, Address, Phone Number, Categories, Hours of Operation, Local Pages, optimization, and customer interaction.**

Another piece of the puzzle that keeps the Legend Homes folks agile is Chatmeter's accessible, super friendly, and super smart, client services team.

"The Chatmeter representative we started with a year ago is still with us," said Gieseke. "He's patient, good at explaining how to use the products, and answers any questions we have about how to use the platform to support our business goals."

In 2023, Legend Homes rebranded some of its communities in the San Antonio market – from Bella Vista Homes to the current company name. And as rebrands go, there were a lot of logos, names, and moving parts behind the scenes that needed to be tracked and updated. Chatmeter's Listings Management made this a breeze.

## Results

### Improving the customer experience at scale

So did the home pros achieve the expansion they'd hoped for? They sure did, now expertly managing 47 locations while celebrating a successful, efficient rebrand of communities that were brought under the Legend Homes name.

"Chatmeter has made our work more efficient and given us more control over a ton of moving parts and pieces as we scale," said Gieseke. "Being able to quickly update several dozen listings for holidays and any other changes across all our locations, saves us time. Our marketing efforts are becoming more sophisticated and we're expanding into new geographic areas. As we look at expanding into new areas, Chatmeter is even more important to us for managing multiple locations and listings."

This goes to show just how crucial managing your online presence is. Without it, and the help of Chatmeter's platform, Legend Homes may have had to go down a longer and tougher road to gain that growth and capitalize on the happiness of what matters the most - their homebuyers!

[Learn more about optimizing your local listings here >](#)

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"Chatmeter helped us make sure the rebrand went smoothly. We were able to bring the communities under one corporate umbrella, make sure our brands were speaking the same language, and explain to people why the name change was happening. Balancing all of that would have been hard without Chatmeter.

—Drew Gieseke,  
Content Marketing  
Manager