



RSI Home Products investing for the future right now



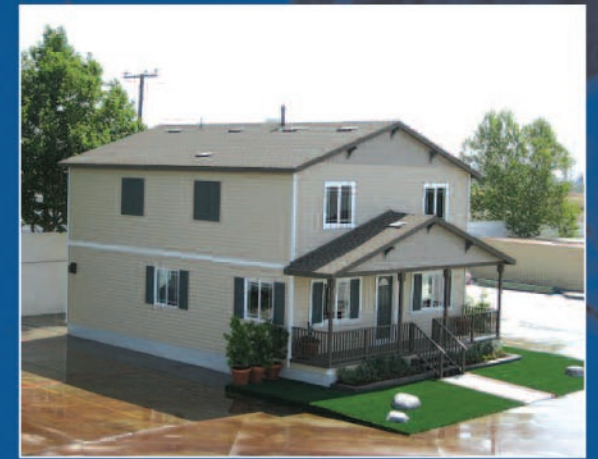
Blair Nutting

Times are tough for America's building industry and first time home buyers. RSI Home Products represents an innovative and visionary approach to building a vertically integrated company dedicated to building affordable homes in Southern California. RSI's business model is based on tightly integrated processes from design through build, ensuring cost control throughout the entire process.

RSI's success demands technology solutions that are innovative, state-of-the-art, and flexible to be customised to their integrated workflow. Many other companies with progressive ideas dare not invest during tough times, but RSI's leaders realise the importance of having the best technologies to help execute their business plan: to build 5,000 homes in the next 3 years embracing building information modelling (BIM). That is why they turned to Argos as a key partner to incorporate its Vertex BD software into RSI's operating model.

Why Argos? Blair Nutting, Director of R&D at RSI Home Products is best suited to answer that question. *"Argos has been fantastic with its support, knowledge of the building industry and their responsiveness to our requests. They understand our unique business model and work alongside us as partners to customise the solutions helping us execute our strategy."*

The Argos team has worked to implement various customisations to reflect RSI's framing specifications, multiple designs, elevations, and specific components such as appliances, cabinets and bathtubs that



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the RSI team can quickly select resulting in exact representations of how the model will look.

RSI sees significant benefits of working with Vertex BD including increased efficiency by being able to easily identify potential problems earlier in the process, time savings by making changes resulting in all affected components being automatically updated, and cost savings from accurate material reports. Being able to control costs throughout the process enables RSI to have lower systems and labour costs which in turn helps RSI Home Products support the American Dream for first time homeowners in Southern California.

