



Cory Dotson | Blue Tangerine

What Top Builder Websites Do Differently: 5 Features That Drive Leads and Save Marketing Time



Dallas
2026

**Who feels like their
website is
underperforming, or
not living up to its true
potential?**

20 years.
Hundreds
of builders.



01

Location-First Data Structure

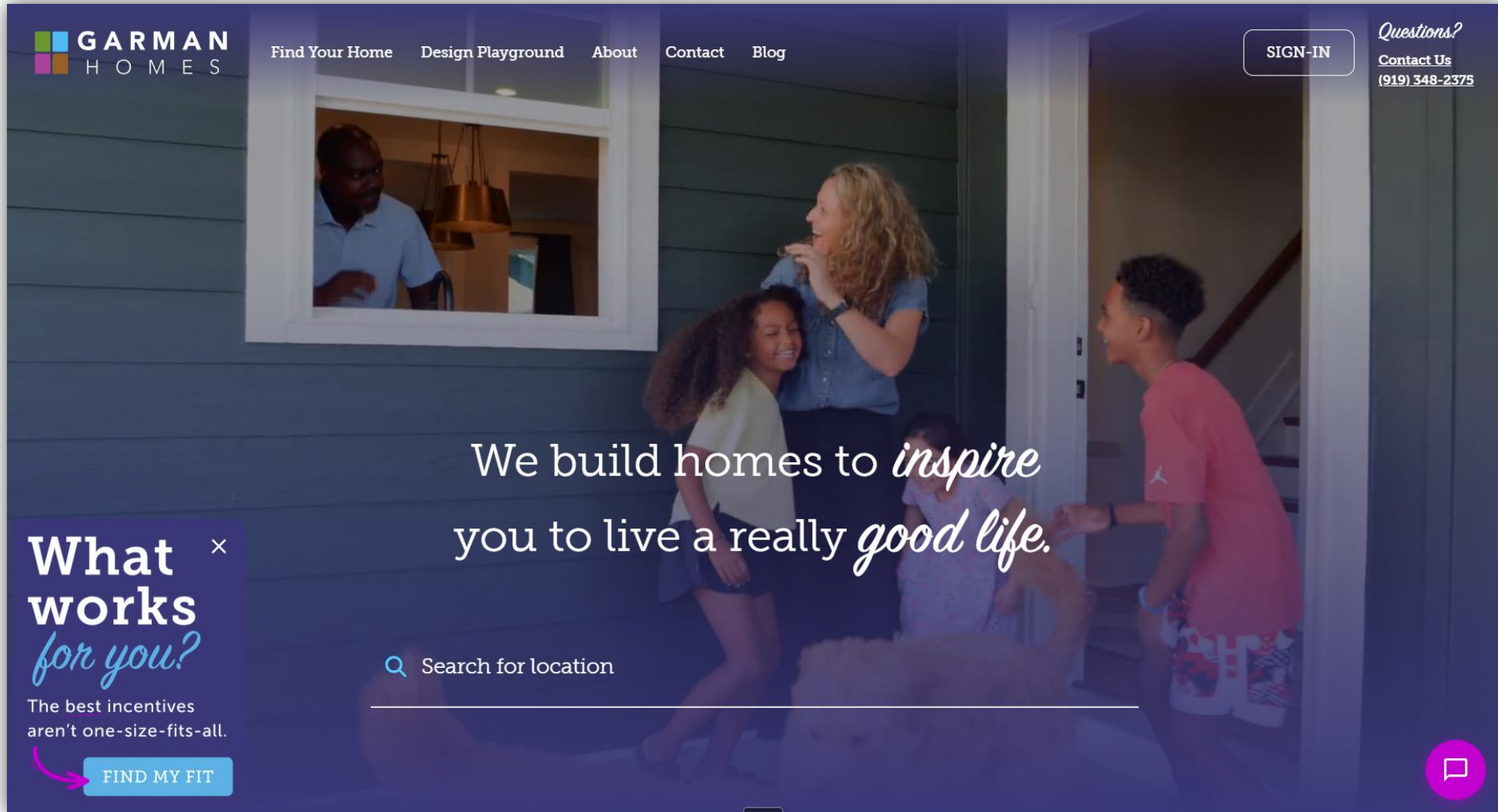
**"Location beat cost.
Location beat quality. It's
what buyers said
mattered most."**

Online Buying Behavior Research Study
Blue Tangerine

Location-First Data Structure



Where do you build?



GARMAN
HOMES

[Find Your Home](#) [Design Playground](#) [About](#) [Contact](#) [Blog](#)

[SIGN-IN](#)

Questions?
[Contact Us](#)
(919) 348-2375

We build homes to *inspire*
you to live a really *good life.*

What works for you? ×

The best incentives aren't one-size-fits-all.

[FIND MY FIT](#)

🔍 Search for location

🗨

Where do you build?



[Find Your Home](#)[Design Playground](#)[About](#)[Contact](#)[Blog](#)

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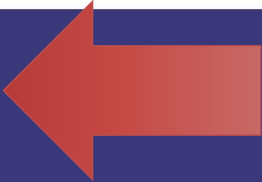
Questions?
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4000 Paramount Parkway, Suite #250, Morrisville, NC 27560

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[f](#)[@](#)[in](#)[v](#)[d](#)

Find Your Home

[Communities](#)[Floor Plans](#)[Quick Move-Ins](#)[Collections](#)

Design

[Design Playground](#)[Interior Packages](#)[Virtual Experience](#)

About

[Why Garman](#)[Garman Experience](#)[Financing](#)[Testimonials](#)[Current Promotions](#)

Triangle Communities

[Allen Park](#)[Ponder](#)[The Preserve at Marks Creek](#)[Tupelo Junction](#)[Wendell Falls](#)[Local70](#)

Triad Communities

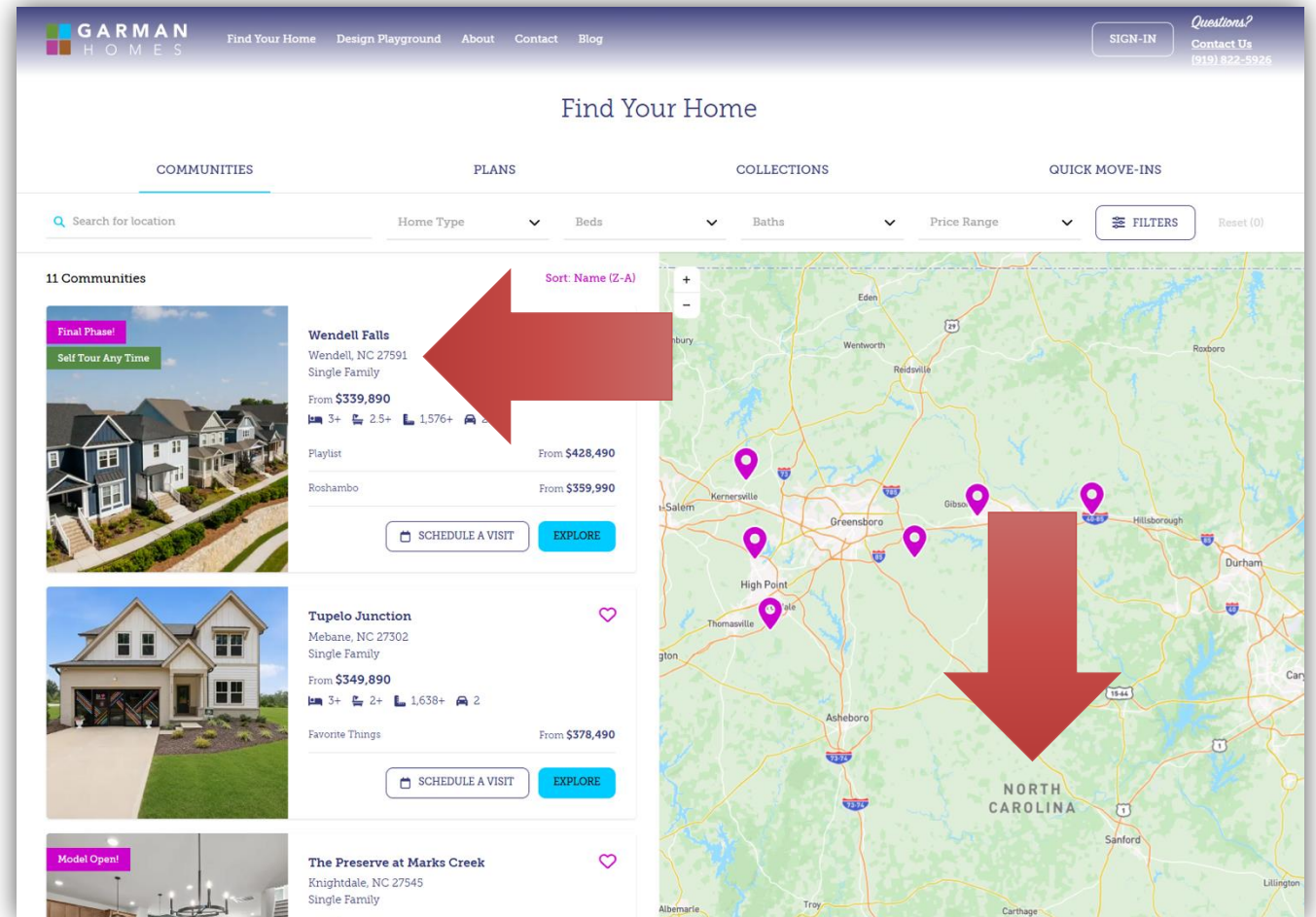
[Havenbrooke](#)[Golden Gate](#)[Spring Valley](#)[McConnell Ridge](#)[Parc Northwest](#)

Get in Touch

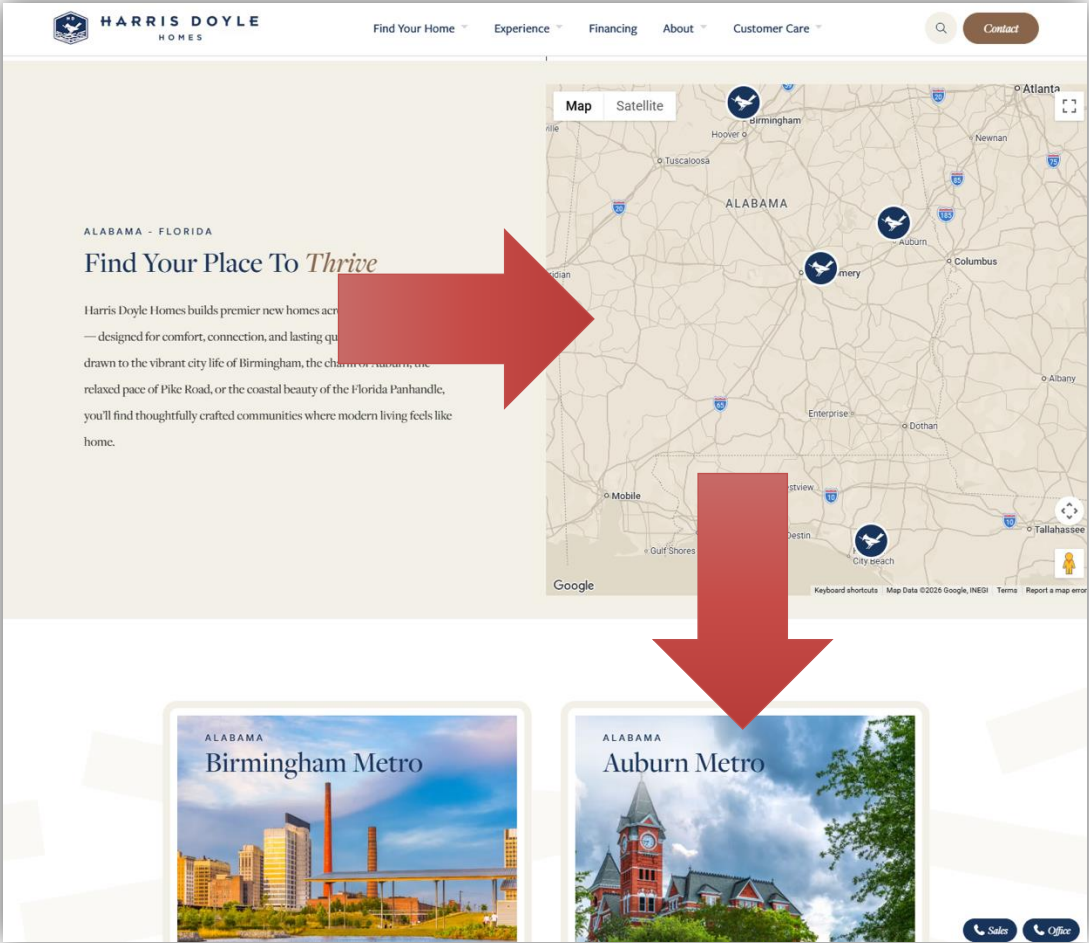
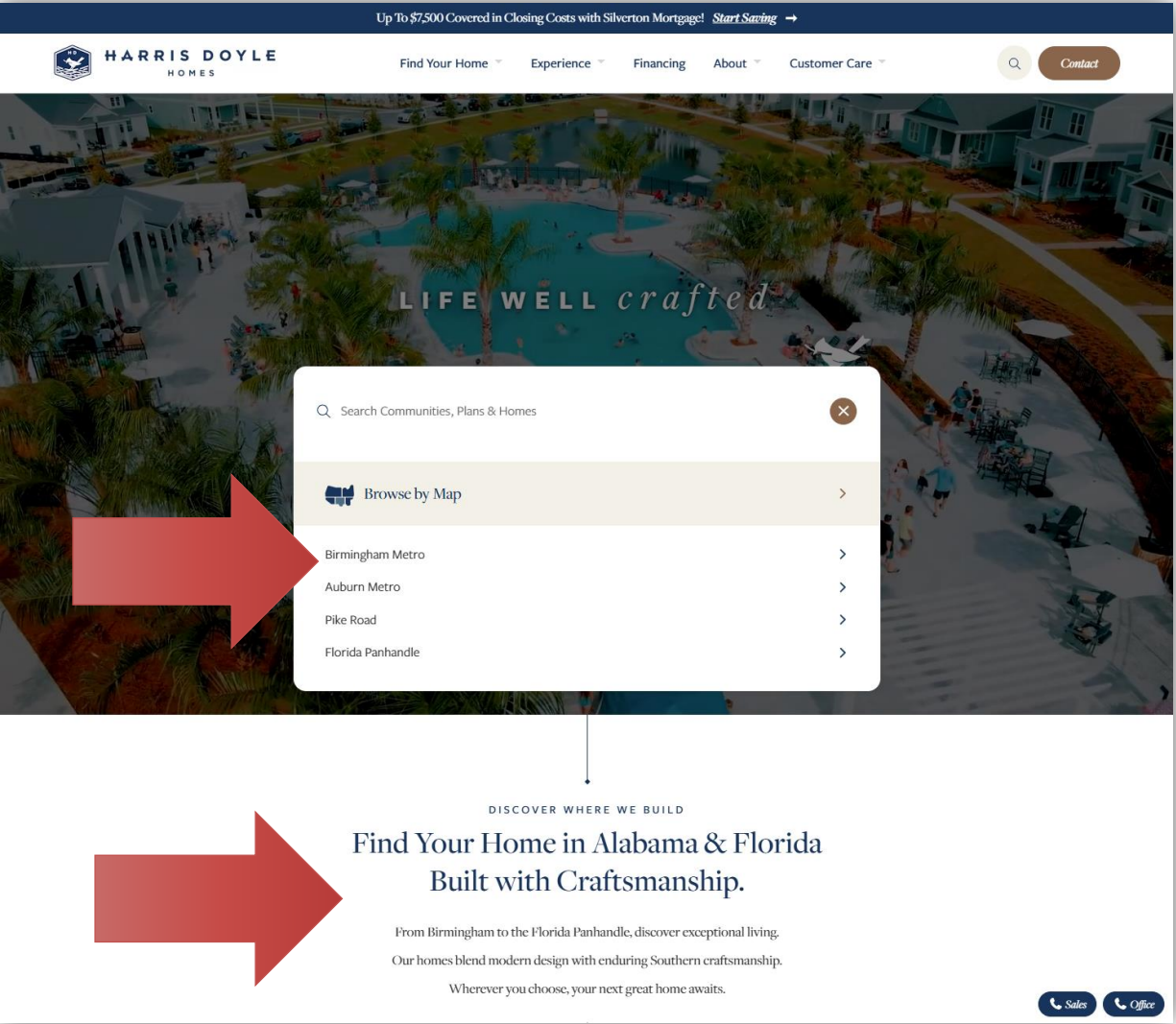
[Contact Us](#)[Warranty](#)[Become a Trade Partner](#)[Careers](#)[We ♥ Realtors](#)



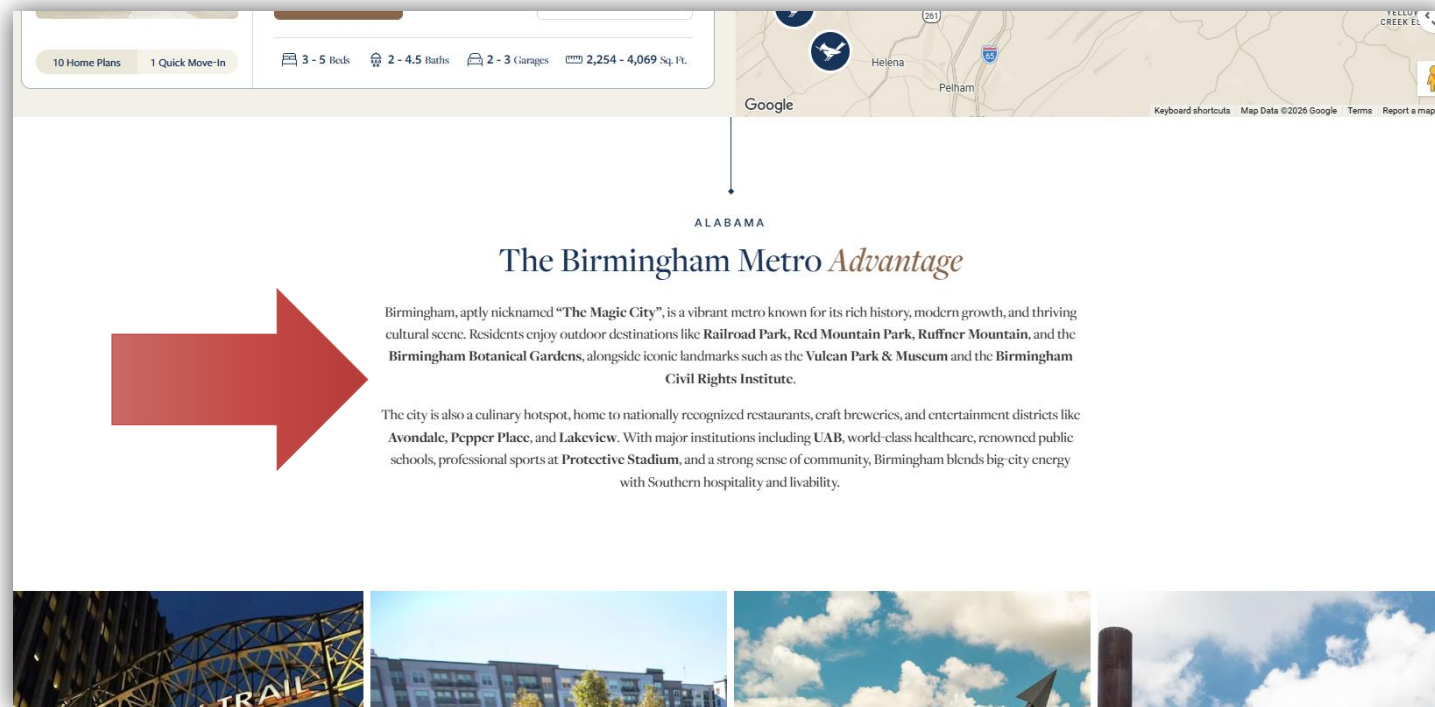
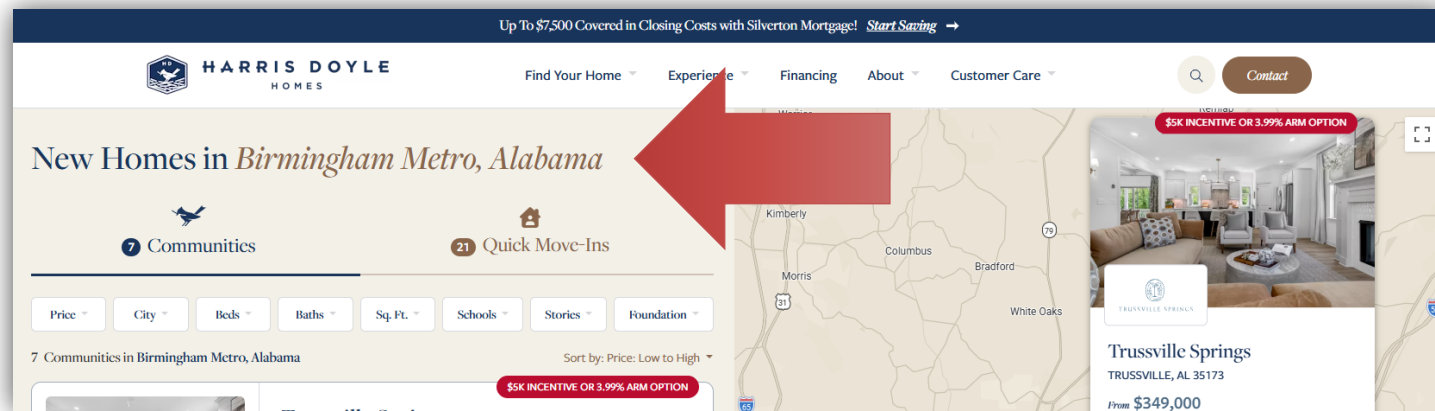
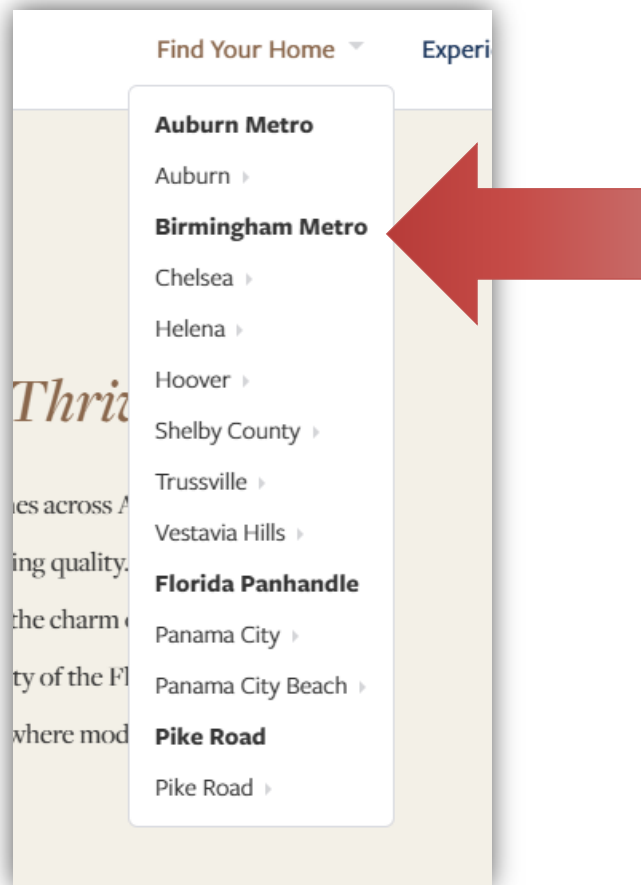
Where do you build?



Where do you build?



Where do you build?



02

**Accurate,
Trustworthy,
and *Reusable*
Site Data**

**Is your website
treated as an
afterthought instead
of the source of truth?**



03

Lifestyle & Community Storytelling

60%
WOULD PAY MORE
for shared community amenities
like pools and gyms

76% of those buyers
would pay at least **5% MORE**

Lifestyle & Community Storytelling



Hillsong at Mt Laurel
BIRMINGHAM, AL 32542
From \$475,000

[Explore Homes](#)

14 Home Plans 5 Quick Move-Ins

3 - 4 Beds 2 - 3.5 Baths 2 - 3 Garages 1,797 - 3,212 Sq. Ft.

AMENITIES

- Pool
- Clubhouse
- Park
- Walking
- Storage
- Laundry
- Garage



The Foothills at Blackridge
HOOVER, AL 35244
From \$606,000

[Explore Homes](#)

13 Home Plans 4 Quick Move-Ins

4 - 5 Beds 3 - 4.5 Baths 2 - 3 Garages 2,685 - 4,069 Sq. Ft.

AMENITIES

- Pool
- Clubhouse
- Park
- Walking
- Storage
- Laundry
- Garage
- FITNESS CENTER**



The Bray at Liberty Park
VESTAVIA HILLS, AL 35242
From \$627,000

[Explore Homes](#)

10 Home Plans 1 Quick Move-In

3 - 5 Beds 2 - 4.5 Baths 2 - 3 Garages 2,254 - 4,069 Sq. Ft.

AMENITIES

- Pool
- Clubhouse
- Park
- Walking
- Storage
- Laundry
- Garage

AMENITIES

Exceptional Community Features



Cornhole and Bocce Ball
Connect, compete, and unwind with outdoor games like bocce ball and cornhole.
[Read More](#)



Fitness Center
From cardio to strength training, the state-of-the-art fitness center has everything you need without leaving the neighborhood.
[Read More](#)



Gathering Spaces
Welcoming gathering spaces perfect for neighborhood events, celebrations, and relaxing with friends and family.
[Read More](#)



Pavilions
Welcoming gathering spaces perfect for neighborhood events, celebrations, and relaxing with friends and family.
[Read More](#)



Pickleball
Enjoy friendly competition and stay active on the community's dedicated pickleball court, designed for players of all skill levels.
[Read More](#)



Pool
Cool off and unwind at one of the resort-style community pools, refreshing spots for swimming, lounging, and spending sunny day...
[Read More](#)



Today's Home Buyers Prioritize the Community

According to NAHB's *What Home Buyers Really Want* survey, buyers say these community features are most important:



70%

Proximity to
retail/grocery



66%

A park
nearby



66%

Walking/jogging
trails



65%

Walkability



64%

Suburban
setting

Lifestyle & Community Storytelling

EXPLORE THE AREA

America's *100 Best Places to Live*

Discover exceptional dining, boutique shopping, local attractions, and everyday conveniences
just minutes from Lake Arrowhead.



Historic Downtown Canton

Stroll charming streets filled with locally owned restaurants, boutiques, cafés, and seasonal festivals.



The Mill on Etowah

Enjoy waterfront dining, local boutiques, breweries, and year-round community events in historic Canton.



Funk Heritage Center

Explore Native American and pioneer history through museum exhibits, an antique tool collection, and a walkable log cabin village.



Feathers Edge Vineyards

Sip local wines amid a treehouse-style venue with live music, art, and a cozy gift shop in Ball Ground.



Canton Theatre

Enjoy live theater, concerts, comedy shows, and special film screenings throughout the year.



Savoy Automobile Museum

Unique collection of classic automobiles, rare vehicles, and inspiring automotive artwork.

+6 AREA INFORMATIONS

NEARBY AREAS OF INTEREST

Seaglass

9265 Seaglass Court, Vero Beach, FL 32963

Shopping

Publix Super Market at Indian River

9621 U.S. 1, Sebastian, FL 32958
3.96 miles from **Seaglass**

Tommy Bahama Store

6290 North Highway A1A, Vero Beach, FL 32963
5.33 miles from **Seaglass**

Alimentari Gourmet Market

6220 Jimmy Buffett Memorial Highway, Vero Beach, FL 32963
5.36 miles from **Seaglass**

Belle Shops | Village Shops

6240 Jimmy Buffett Memorial Highway, Vero Beach, FL 32963
5.39 miles from **Seaglass**

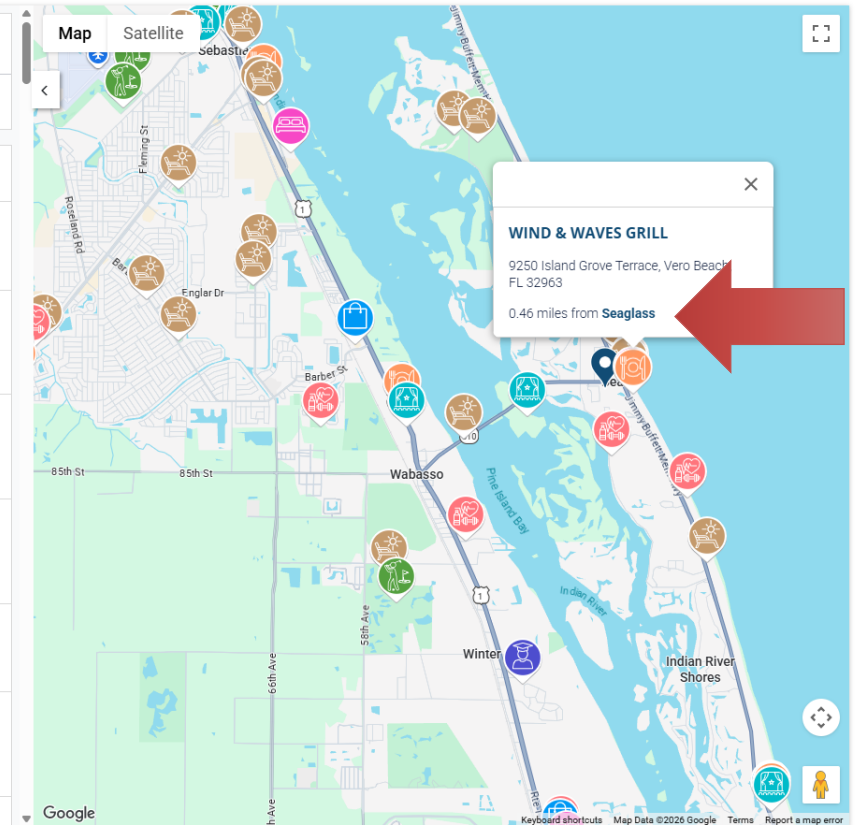
Publix Super Market at Harbor Point

5230 U.S. 1, Vero Beach, FL 32967
7.08 miles from **Seaglass**

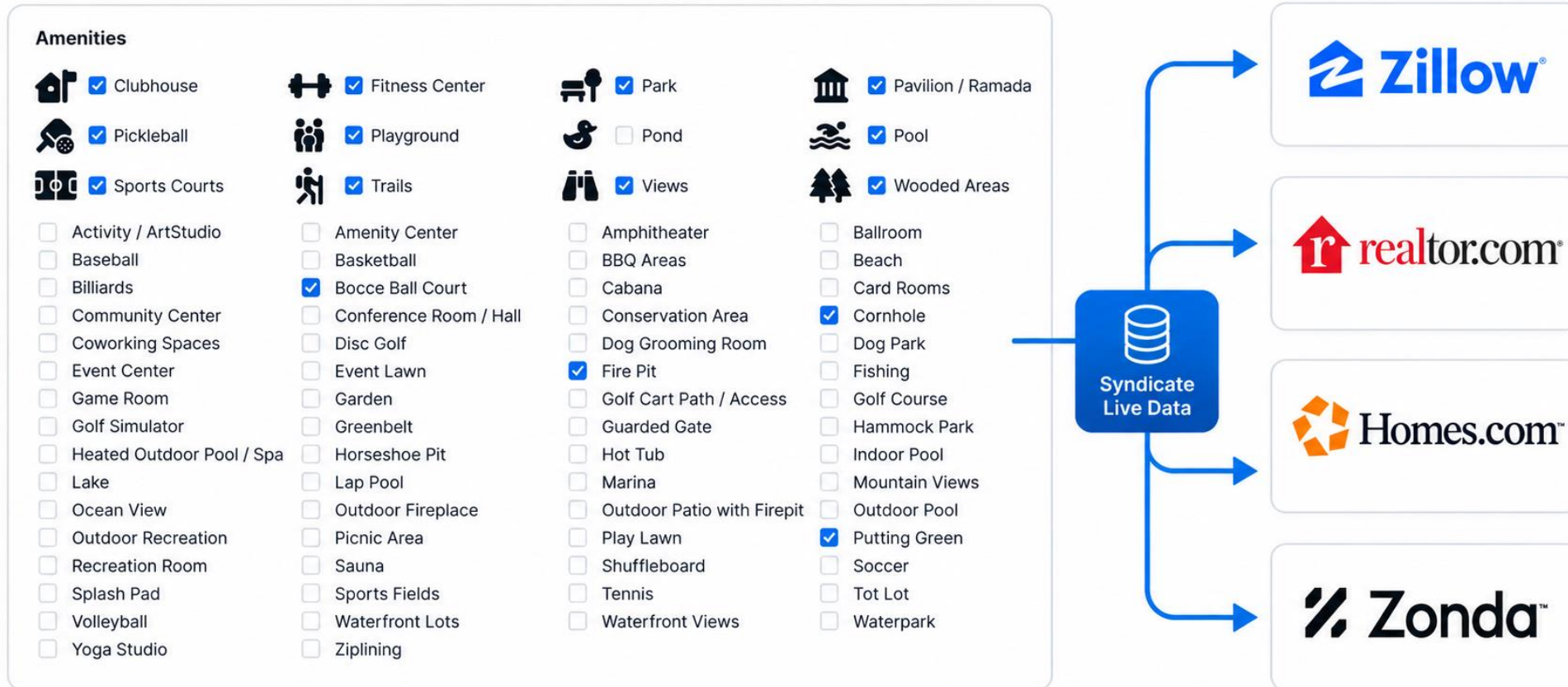
Village Beach Market

4905 Jimmy Buffett Memorial Highway, Vero Beach, FL 32963
7.09 miles from **Seaglass**

Sea Glass Boutique



Lifestyle & Community Storytelling



04

A CMS Marketing Can Actually Use

Even Simple Website Changes Take Too Long

In a survey of 400+ marketing and IT leaders:

59%

said making a simple
website change can take
more than a month.

19%

said updates take
four to six months.

Campaigns Get Delayed When Marketing Depends on Others

56%

of marketing leaders report experiencing **campaign delays** directly tied to dependency on other teams, such as web development.

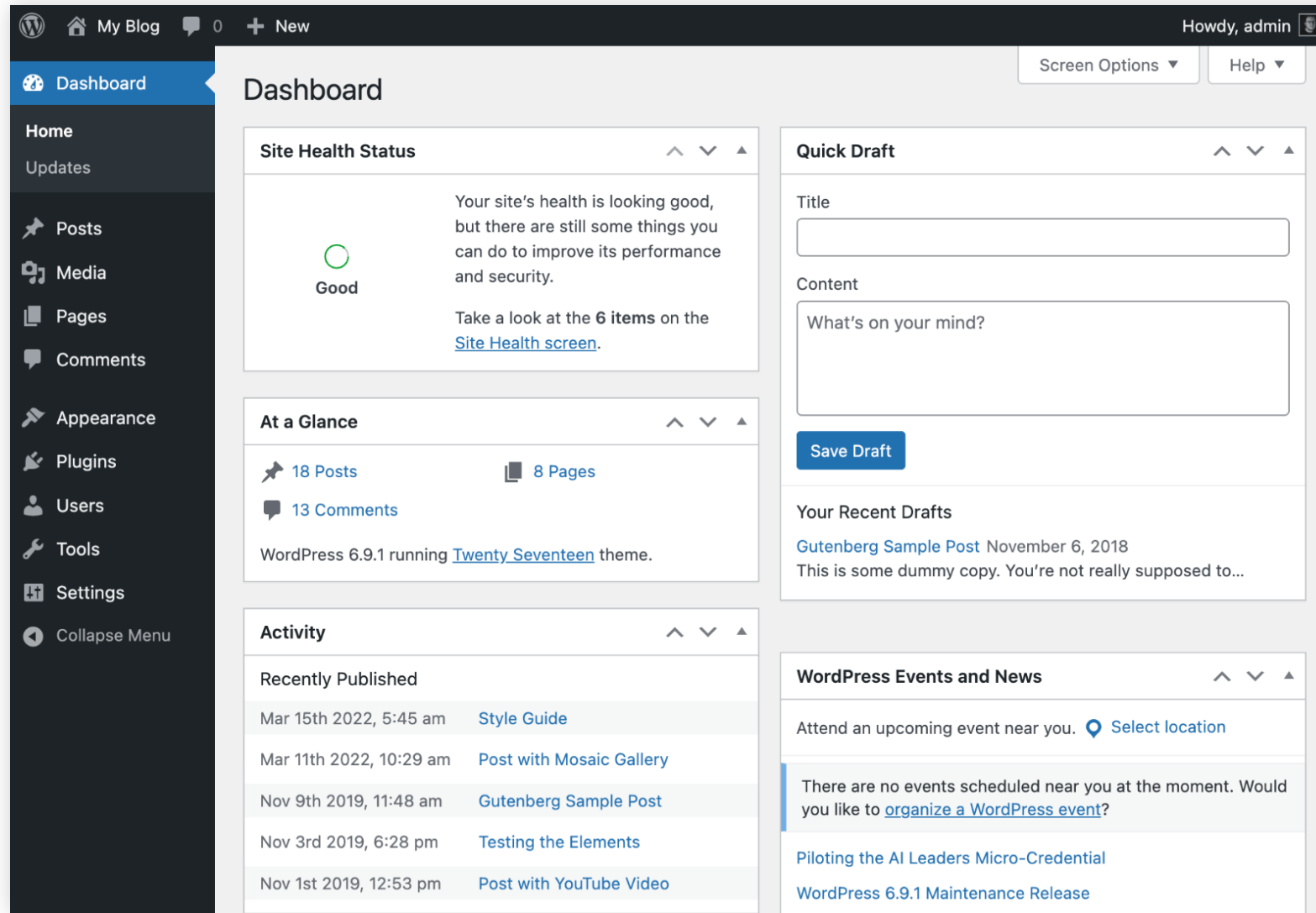


 Development

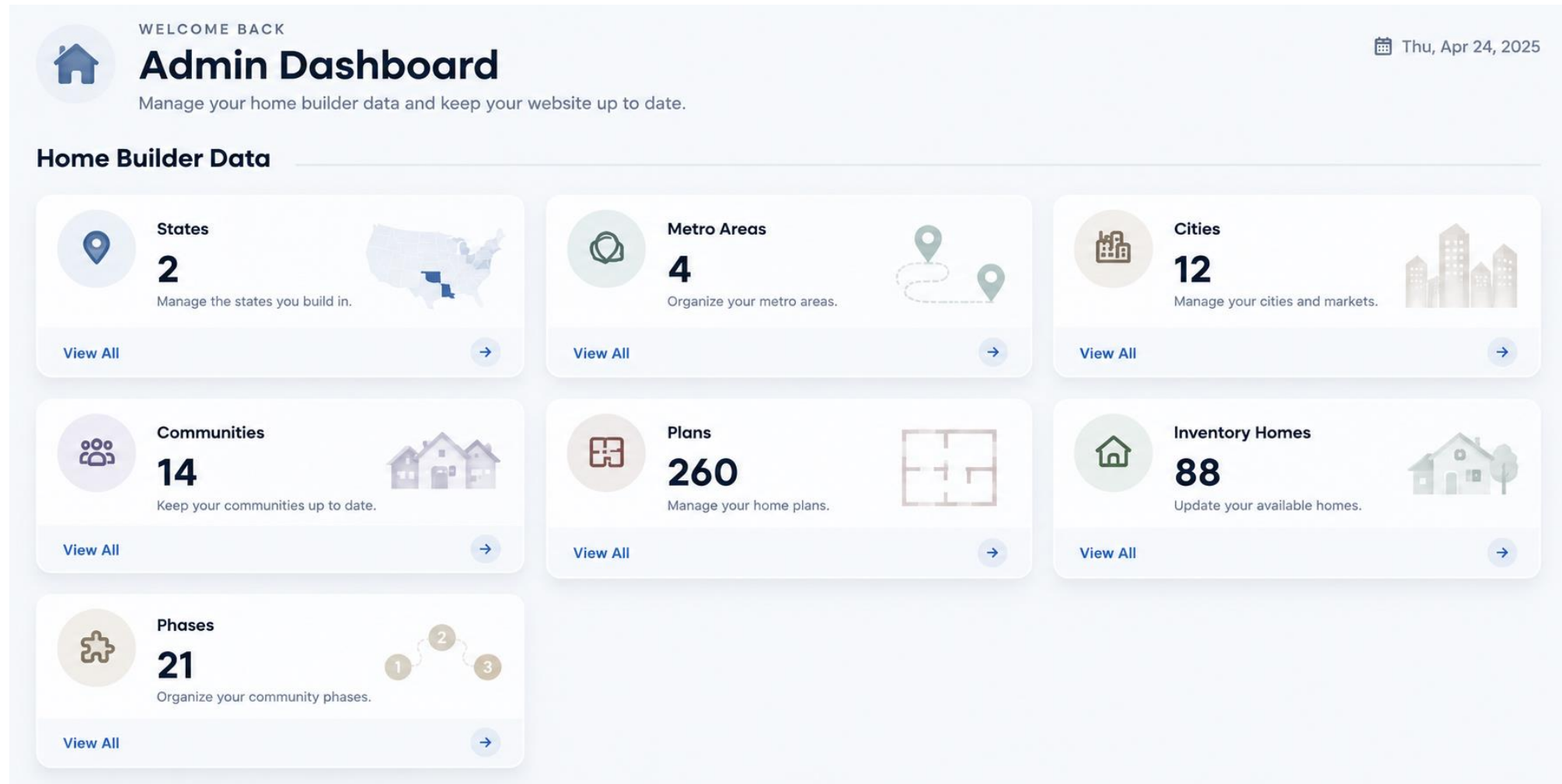
 IT

 Other Teams

Built for developers. Not for marketing.



A CMS Marketing Can Actually Use



Built to Manage Builder Data

 **Communities**
Dashboard / Communities

25 entries per page

Search communities...

Name	Metro	City
Breakfast Point East     	Florida Panhandle	Panama City Beach
Hillsong at Mt Laurel     	Birmingham Metro	Shelby County
Longmeadow     	Birmingham Metro	Trussville
Longview at Chelsea Park     	Birmingham Metro	Chelsea
Mimms Trail     	Auburn Metro	Auburn
Penn Meadows     	Pike Road	Pike Road
Riverwoods     	Birmingham Metro	Helena
SweetBay     	Florida Panhandle	Panama City
The Bray at Liberty Park     	Birmingham Metro	Vestavia Hills
The Foothills at Blackridge     	Birmingham Metro	Hoover

Showing 1 to 10 of 10 entries

< 1 >

 **Edit Plan Aspen**
Dashboard / Plans / Edit New Plan

 Info  Specs  Features  Assignment  Media  Elevations  Floorplans  SEO  Related Plans

Specs

Define the key details and specifications for this plan.

Product Line *
Traditional

Home Type *
Single-Family Ranch

BDX Home Type *
Single Family

Stories
Min: 2 Max: 2.5

Beds
Min: 2 Max: 3

Master Bedroom Location
- Select Location -
Set as "Downstairs" if master is ground floor, "Upstairs" otherwise.

Baths
Min: 2 Max: 3

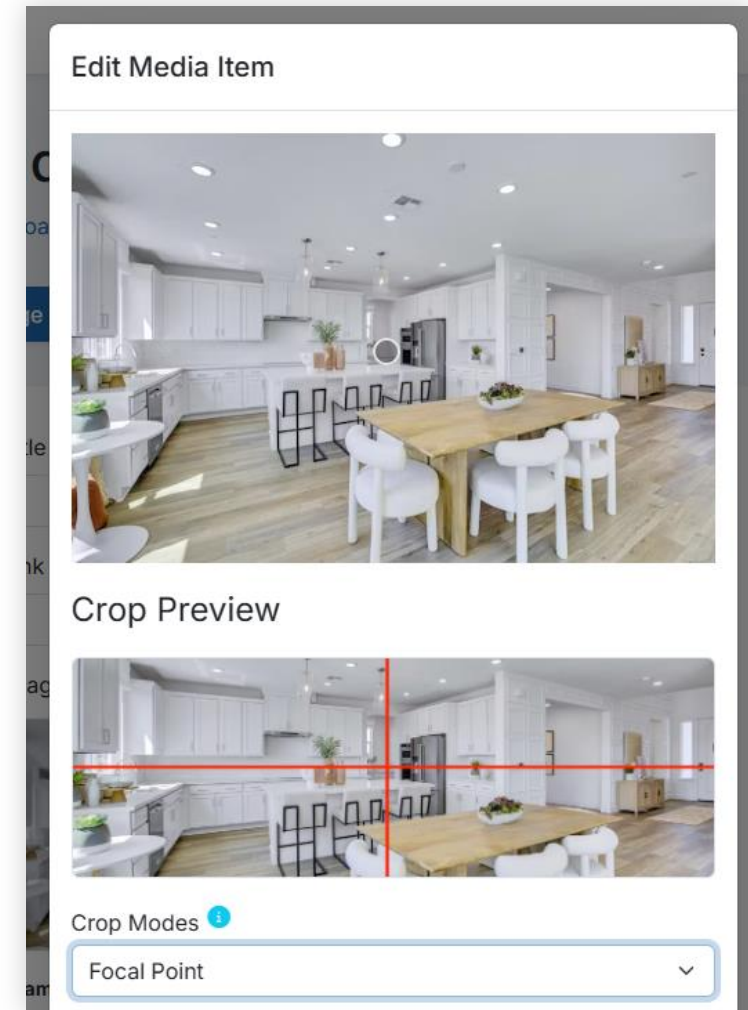
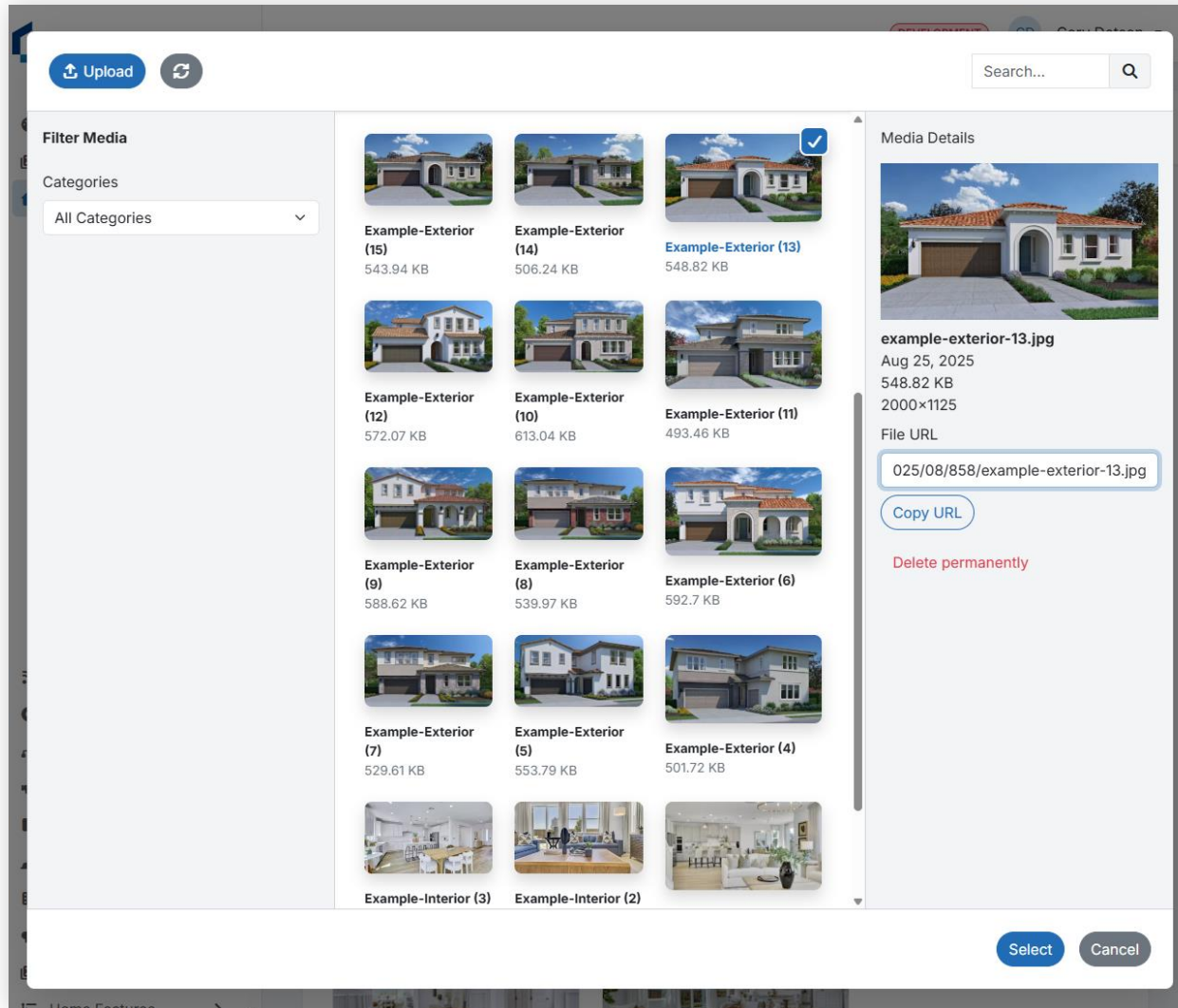
Half Baths
Min: 1 Max: 1

Garage

Specs Information
These specifications help define how this plan is categorized and displayed on your website.
Tips:

- Use consistent naming conventions.
- Double-check min/max values for accuracy.
- The master bedroom location helps with filtering and search.
- These details are used for plan comparisons and search filters on the front end.

Smart Media Management



Tools Built for Efficiency

Edit Promotion \$10K Incentive on Quick Moves Under Construction & Presales!

Dashboard / Promotions / Edit Promotion

General

Media

Community Assignment

SEO

Community Assignment

Select the communities and inventory homes to include in this promotion.

☐ Breakfast Point East

Inventory

☐ 704 Crystal Bayou Blvd

☐ 677 Crystal Bayou Blvd

☐ 742 Crystal Bayou Blvd

☐ 713 Crystal Bayou Blvd

☐ 741 Crystal Bayou Blvd

☐ 329 Juniper Creek Cir

☐ Hillsong at Mt Laurel

Inventory

☐ 241 Jefferson PL

☐ 173 Jefferson Place

☐ 126 Jefferson PL

☐ 928 Calvert Cir

☐ 934 Calvert Cir

☐ 305 Hillsong Way

☐ 181 Jefferson Place

☐ Longmeadow

Inventory

☐ 5451 Longmeadow Ridge

☐ Longview at Chelsea Park

Inventory

☐ 2161 Chelsea Park Bend

☐ 2221 Chelsea Park Bend

☐ 2235 Chelsea Park Bend

☐ 2250 Chelsea Park Bend

☐ 2274 Chelsea Park Bend

☐ Mimms Trail

Inventory

☐ 2637 Rutland RD

☐ 2901 Bennett Lane

☐ 2839 Rutland RD

☐ 2712 Rutland Road

☒ Penn Meadows

Inventory

☐ 500 Argyle Circle

☐ 520 Argyle Circle

☐ 540 Argyle Circle

☐ 560 Argyle Circle

☐ 580 Argyle Circle

About Community Assignment

Select the communities and specific inventory homes that should display this promotion on your website.

Tips:

- Choose entire communities or specific inventory homes.
- You can select multiple communities.
- Changes take effect immediately after saving.
- Only communities and homes that are active will be shown here.

Cancel

Save

Aden Woods of Castleberry Farms - Inventory Pricing

Dashboard / Communities / Aden Woods of Castleberry Farms / Inventory Pricing

Reset All

Save All Prices (2)

BULK PRICE ADJUSTMENT

Applies to all 2 homes

Adjustment Type

Amount

Percentage (%)

2

%

Use negative values to decrease. Press Enter or click Apply.

Apply to All

2 price(s) modified. Review the highlighted rows below, then click **Save All Prices** to apply.

+\$17,500 total

Inventory Homes 2

1 active

1 inactive

Inventory Home	Plan	Status	Current Price	New Price	
999 Hillsong Way Lot 67	Aspen	Active	\$560,000	\$ 571200	
				+\$11,200 (+2.0%)	
1234 Main St. Lot 23	Aspen	Inactive	\$315,000	\$ 321300	
				+\$6,300 (+2.0%)	

Portfolio Value (Current) \$875,000

Portfolio Value (New) \$892,500

05

Website Tools That Support the Sales Team

**The *best* websites
don't just capture
buyers. They make life
easier for the people
selling to them.**

Website Tools That Support the Sales Team



Price Lists (PDF)

Auto-generated, branded price lists pulled from live website data (community and inventory).



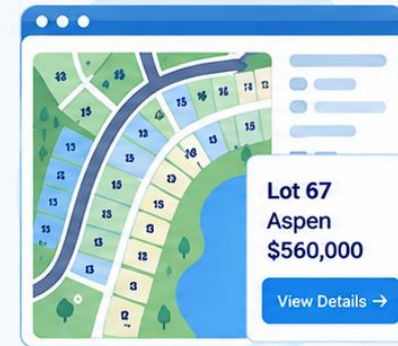
Inventory Flyers (PDF)

Auto-generated flyers from website data for use in sales centers and offices.

Lot	Plan	Status	Price
67	Aspen	Available	\$560,000
68	Birch	Sold	\$492,000
69	Cedar	Available	\$515,000
70	Dover	Model	\$478,000

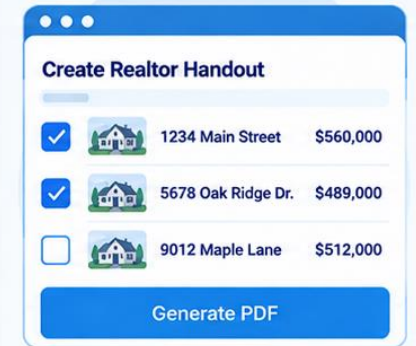
Modified Sales-Office Data Views

The same community and lot data, displayed in a way that works for your sales team.



Interactive Site Plans for the Sales Office

Dynamic, interactive site plans driven by the same live data as the website version.



Realtor Handout Generator

Realtors can build client-specific handouts showcasing homes relevant to a particular buyer.

Website Tools That Support the Sales Team

SKOGMAN
HOMES

AVAILABLE NOW!
MOVE-IN READY HOMES

Created: 09/18/2026

AUDUBON HEIGHTS

Agent: Justin Reuter • PH: 319.727.8131 • C: 319.727.8131 • E: justin@skogman.com

Photo	Plan	Address	Status	Bed	Bath	Grg	SF	Price
	Tyler	134 Sunbird Court, Waterloo, IA 50701	Available	3	2	3	1,716	\$535,000



BOULDER RIDGE

Agents: Jessie Arp • PH: 319.727.878
Mary Zalesky • PH: 319.727.



BOWMAN MEADOWS

Agents: Jessie Arp • PH: 319.727.878

Seller reserves the right to make changes or modifications to plans, maps, plan specifications, materials, features, and colors without notice. Prices are subject to change without notice. Maps, plans, landscaping and elevation renderings are artist's conceptions, not to scale, and may not accurately depict the homes or lots as they are built. This brochure is for illustrative purposes only and is not a part of a legal contract. GRBK GHO Homes, LLC. LIC. #C8C051145

GHO HOMES | SEAGLASS COMMUNITY PRICE LIST

Created: 09/18/2026

ISLAND SERIES FLOORPLANS

PLAN	BED	BATH	DEN	GARAGE	SF	PRICE
Seabreeze Grande	3	3	N	2 BAY	2,254	\$1,316,490
Cerulean Grande	3	3.5	N	3 BAY	2,413	\$1,922,490
Indigo	3	3	Y	3 BAY	2,611	\$1,938,490
Sapphire	3	3	Y	2 BAY	2,629	\$1,954,490
Indigo Grande	3	3	Y	3 BAY	2,720	\$1,981,490
Citron 25	3	3.5	Y	3 BAY	2,990	\$2,074,490

LAKESIDE SERIES FLOORPLANS

PLAN	BED	BATH	DEN	GARAGE	SF	PRICE
Seabreeze Grande	3	3	N	2 BAY	2,254	\$1,481,490
Cerulean Grande	3	3.5	N	3 BAY	2,413	\$2,032,490
Indigo	3	3	Y	3 BAY	2,611	\$2,048,490
Sapphire	3	3	Y	2 BAY	2,629	\$2,064,490
Indigo Grande	3	3	Y	3 BAY	2,720	\$2,081,490
Citron 25	3	3.5	Y	3 BAY	2,990	\$2,174,490

INVENTORY HOMES

PLAN	BED	BATH	DEN	GARAGE	SF	PRICE
Seabreeze Grande 1984 Frosted Turquoise Way, Vero Beach, FL 32963 Lot: 70	3	3	N	2 BAY	2,254	\$1,412,000
Seabreeze Grande 1976 Frosted Turquoise Way, Vero Beach, FL 32963 Lot: 69	3	3	N	2 BAY	2,254	\$1,445,000
Cerulean Grande 9199 Seaglass Court, Vero Beach, FL 32963 Lot: 14	3	3.5	N	2 BAY	2,626	\$1,855,000
Sapphire 9259 Seaglass Court, Vero Beach, FL 32963 Lot: 5	2	3	Y	2 BAY	2,713	\$2,095,000
Citron 9160 Seaglass Court, Vero Beach, FL 32963 Lot: 38	3	3.5	Y	3 BAY	2,954	\$2,180,000
Indigo Grande 9126 Seaglass Court, Vero Beach, FL 32963 Lot: 33	3	3	Y	3 BAY	2,786	\$2,482,000

All base prices above include a standard homesite in Seaglass as well as a standard pool and screen enclosure.
See the community features for specific details.



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Create New Flyer

Build a branded flyer of inventory homes — one featured home plus supporting homes.

BACK TO FLYERS

FLYER NAME e.g. Spring Open House — Vero Beach

CANCEL

CREATE FLYER

IMAGE LAYOUT

1 MAIN FEATURED HOME

2 ROWS OF 2

OPTIONS

☐ QR Codes

Include QR codes on each home that link to its detail page on ghohomes.com.

YOUR CONTACT BLOCK

CD Cory Dotson
cory@bluetangerine.com

Edit Profile

Created: 09/18/2026

CD CORY DOTSON
CORY@BLUETANGERINE.COM



14261 SW PINNACLE COURT
BELTERRA • LOT 58 3 Bed • 3 Bath • 3 Car Garage
NOW \$865,709

The Iris Grande is a 3 bedroom, 3 bathroom, 3 bay garage home offering 2,361 square feet of refined a/c living, where every upgrade has been carefully chosen to elevate comfort, style and everyday ease. At the heart of the home, the...



14157 SW PINNACLE COURT
BELTERRA • LOT 85 4 Bed • 3.5 Bath • 3 Car Garage
NOW \$1,230,020

A striking coastal elevation sets the tone for refined living, where thoughtful upgrades and elegant finishes come together in every room. Step outside to your private retreat, where an enlarged saltwater pool measuring 13'-6" x 30'-0"...



5404 SW PINNACLE PLACE
BELTERRA • LOT 34 3 Bed • 2.5 Bath • 3 Car Garage
NOW \$789,000

The Laurel plan is a beautifully crafted move-in ready home offering 3 bedrooms, 2.5 baths and 2,241 square feet of air-conditioned living space. With a total footprint of 3,219 square feet, this north-facing home boasts a contemporary...



14308 SW PINNACLE COURT
BELTERRA • LOT 104 3 Bed • 3 Bath • 2 Car Garage
NOW \$945,209

The Willow floor plan welcomes you with 3 bedrooms, 3 baths, a den and 2-car garage complete with a dedicated workshop area and built-in overhead storage.

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HOME SELECTION

4/4

14261 SW PINNACLE COURT
BELTERRA • \$865,709

edit image

DESCRIPTION

The Iris Grande is a 3 bedroom, 3 bathroom, 3 bay garage home offering 2,361 square feet of refined a/c living, where every

Always shows the latest text from the home record.

14157 SW PINNACLE COURT
BELTERRA • \$1,230,020

edit image

DESCRIPTION

A striking coastal elevation sets the tone for refined living, where thoughtful upgrades and elegant finishes come together in every

Always shows the latest text from the home record.

9404 SW PINNACLE PLACE NORTH
BELTERRA • \$789,000

edit image

DESCRIPTION

One Last Thought.

**Stop worrying so
much about
conversions. Start
worrying about trust.**

Cory Dotson

Director of Development
Blue Tangerine



BlueTangerine.com



Cory@BlueTangerine.com



321.216.2169



@cory-dotson



QUESTIONS?