



Quick Facts

Builder

Key Land Homes is a family-owned and operated home building company, established in 1983 in Minnesota. Key Land Homes is dedicated to providing customers with choices and value, backed by a personal pledge of doing business with honesty, integrity and respect.

Industry

Single-family homes

Geography

Minnesota, United States, with a focus in the surrounding areas Minneapolis

Challenges

- Time required to track and organize constantly changing rebates

Tools Used

- My HomeSphere®
- HomeSphere Rebate Program

The challenge of maintaining rebates

Prior to joining HomeSphere's Rebate Program, Key Land Homes collected a handful of rebates through subcontractors, but they did not have an organized system for claiming rebates or finding new products to qualify for.

It was inconvenient and time-consuming to stay on top of which products do and don't qualify for a rebate, particularly as they often change. In fact, maintaining rebates would have likely needed another full-time position.

So, they were intrigued when HomeSphere's Regional Market Specialist Melissa Wolf reached out to introduce HomeSphere and My HomeSphere®, a platform designed for builders to manage their HomeSphere rebates.

"To be on top of what does and does not have a rebate is very time consuming and can easily become a full-time job."

– Erin Carston, Administrative Assistant, Key Land Homes

Working with HomeSphere to earn regular rebates

Key Land Homes joined HomeSphere to earn rebates from the 80+ brands represented on HomeSphere's program.

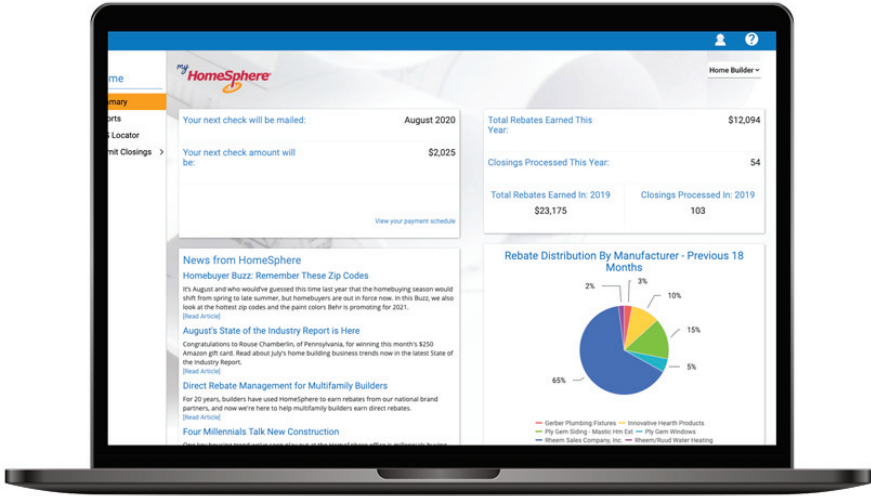
Working closely with Wolf, their HomeSphere regional market specialist, they identified the brands they already qualified for, and which brands they could add to their projects to earn even more back in each rebate check.

To keep it organized, Key Land Homes uses My HomeSphere to:

- Upload quarterly closings to claim their rebates from HomeSphere's brand partners
- Print off reports on income summary and rebate distribution
- View their rebate payment schedule
- Provide relevant figures to the company's president and VPs

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“Right now, we’re collecting rebates on products we wouldn’t have had a chance to if not for HomeSphere.”
 – Erin Carston, Administrative Assistant, Key Land Homes



Your next check will be mailed:	September 2019
Your next check amount will be:	\$856
View your payment schedule	

Total Rebates Earned This Year:	\$3,996
Closings Processed This Year:	563
Total Rebates Earned In: 2018	Closings Processed In: 2018
\$20,267	1,210

Rebate Distribution By Manufacturer - Previous 18 Months

Manufacturer	Percentage
Boral Roofing, LLC	35%
Innovative Hearth Products	23%
Electrolux	30%
GAF	8%
Kingspan Insulation LLC	2%
Other	<1%

Results of joining HomeSphere and the My HomeSphere platform

Key Land Homes has been actively reporting rebates since 2018, providing the company with a consistent rebate income to put back toward the business. The company earns thousands in rebates each year on a wide array of products from cabinets and appliances to plumbing fixtures, flooring and water heating.

In addition to earning rebates on products the company is already using, the HomeSphere Rebate Program is helpful for bringing attention to other products that could work well for Key Land Homes’ new projects.

By adding more brand partners to their projects, the company has the potential to earn even more in rebates.

To stay on top of their rebates, Key Land Homes can log in to My HomeSphere at any time to review their latest rebates, review past rebate payouts and pull vital program information for key company stakeholders.

“If you have been on the fence about rebates and if they're actually worth it, I would highly recommend giving HomeSphere a chance. The bonus is the check you receive for already using the products you do on a daily basis.” – Erin Carston, Administrative Assistant, Key Land Homes