

[Phoenix](#) / [Business & Finance](#) / [Small Business](#)

Cachet Homes: Phoenix small business profile

- August 6th, 2010 11:48 am MT



[Dana Larson](#) [Phoenix Small Business Examiner](#)

Phoenix small business Cachet Homes



Photo: www.cachethomes.net

Purchasing a home is probably the largest purchase you'll ever make. You want to make sure your home fits your personality, lifestyle and budget. When it comes to custom homes in the Phoenix area, [Cachet Homes](#) is the perfect option! Cachet Homes offers custom homes, single-family homes, townhomes, patio homes and villas in unique and beautiful neighborhoods in Buckeye, Peoria, Flagstaff, Scottsdale and Chandler. This year they are celebrating 20 years of bringing quality custom homes to the Valley. Learn more about Cachet Homes below!

What product or service do you offer?

Cachet Homes focuses on designing and building the best homes in Arizona. Over the years,

we've expanded into many different areas of home production including custom homes, single-family homes, patio homes, townhomes and villas.

1. We operate with social responsibility for surrounding land use, ensuring that neighborhoods are consistent with home values, and that homes are built with care and concern for the community. In the past few years, we have been working with an Energy Star certified inspection agency to have our blueprints and material/equipment specifications reviewed to determine what it would take to become Energy Star compliant. For homebuyers the benefit of buying an Energy Star home is reduced energy expenses, but the bigger benefit for all of us is the reduced negative impact on the environment.

2. We've also been recognized as the No. 1 homebuilder in Arizona twice by Arizona Business Magazine, and have been ranked as one of the top five homebuilders in Arizona for the past decade.

How did your business get started?

Cachet founder, Matt Cody, always wanted to be a builder as he loves to watch things grow. It all started in 8th grade when he went to work for a retired farmer who was in the greenhouse business. He started by cutting grass and planting vegetation for him. Cody watched those plants grow throughout the summer, caring for them. In college, Cody worked for the parks department during his summers; again building and watching things grow. After spending one summer as an intern at a bank in Chicago, he ventured to Arizona, where EVERYTHING was under construction and growing. Much like that greenhouse land in 8th grade, Cody saw Arizona as his land of opportunity – and infinite possibilities.

Please describe the perfect user of your product or service

We actually have many – from the first-time homebuyers and young executives to Canadian snowbirds down for the winter months, families and empty nesters. Our tagline at Cachet is “Building Relationships” so our perfect user would most likely care about building relationships as well – with us, with the community, etc...

What goals have you set for your business that you hope to achieve in the next 5 years? 10 years? 20 years?

Cachet's target niche has been baby boomers. We would like to continue to deliver homes to baby boomers and have most recently introduced homes and communities to cater towards the children of the baby boomers.

How have you promoted your business in the past?

So many ways! We've benefitted from some great advertising and public relations campaigns as well as promotional grand openings in each of our communities over the years. We've also recently launched Facebook and Twitter pages, which will help us achieve the goal of educating our current customers, potential customers and the community-at-large about home buying, homebuilding, design and home owning.

Some of our most creative promotions in the past five years include:

- The “Super Promotion” in honor of the Arizona Cardinals super run through the playoffs where we offered anyone who purchased an inventory home in any of Cachet's premier communities up to 10 percent off the price of the finished home.

- The “Live and Drive in Luxury” event – one year geared toward Arizona REALTORS where we offered REALTORS who toured any of our Valleywide communities the chance to enter to

win a two-year lease on a Lexus, and one year geared toward the community at large, giving anyone the chance to win for simply touring.

- The "Home for the Holidays" promotion where we offered anyone who purchased one of our inventory homes during the holiday seasons a \$25,000 "Home Joy" certificate to be used toward immediate upgrades and goodies for the home including a new pool, an outdoor kitchen, window coverings and more.

What is your upcoming promotional strategy?

We are actually very excited about our newest strategy. With two communities launching new products and the rest of our communities so close to closing out, we decided to take a strategy from – of all things – the U.S. government!

From now until the December 31, 2010, we will be offering the "Cachet Buyer Incentive"

- We will give any homebuyer who is purchasing a Cachet Home an \$8,000 credit to use toward closing costs, options, upgrades, etc...we like to think of it as our extension of the government home buyer credit, except that it is for everyone and can be used right away

What is your marketing strategy?

To build product in hard to reproduce locations that respond to today's buyers.

How do you measure success?

We simply want to help members of our community find their perfect homes.

Sometimes, trying to "climb that ladder" of success is a lot like fishing. Often, fishermen get so caught up in pulling up anchor and moving here and there just to find the best fishing holes of the moment when, in reality, they should just stay their course, stay put and stick with their original plan. In our business, we measure success by NOT getting caught up in all of that. We've developed a vision, stay focused on it and have stuck with it for 20 years.

If you want to look at the beautiful custom home offerings from Cachet Homes, visit their website at <http://www.cachethomes.net/>