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RP Homes Expands Business to Improve Customer Experience

Home Builder RP Homes Adds In-House Realty Brokerage

Chattanooga, TN: RP Homes, one of the largest builders in the Chattanooga area, announced they are launching a new division in the company called RP Realty. This inclusion will enable RP Homes to provide customers with a linear, consistent and transparent purchasing process from reservation to move in day.

“It will be a seamless process to incorporate into our business model. Our sales team was really the last remaining facet of our business that we needed to integrate in order to provide the best customer experience possible,” says Gabe Thomas, president of RP Homes.

Unlike other real estate brokerages that place the greatest emphasis on sales, RP Realty’s primary concern is the customer’s experience when purchasing an RP Home. By taking ownership of the customer service process, the RP model of professionalism and keeping the consumer top of mind is integrated from start to finish.

RP Realty will be led by veteran broker, Chris Todd, who has joined the company as RP Homes Head of Sales.

“RP Realty’s mission (and promise) is to provide the very best customer service in new home sales. RP Homes already builds a superior product, but now RP Realty can ensure a superior customer experience too,” says Chris.

RP Homes has been creating homes and communities for the people of Chattanooga since February of 2018 and has quickly become one of the largest builders in the area. The growth of the company has provided the ability to bring their service full circle. They have been a part of every aspect of the process from neighborhood layout to exterior and interior home design, and now the selling/buying process.

To see availability for RP Homes communities Moss Landing, Baldwin Park, the Oxford, and rental community The Guild Townhomes, visit rphomes.com or contact the RP Realty sales team at (423) 668-6030.

[RP Homes](#) - We build neighborhoods that we want to live in. We're concerned with all the details, from aesthetics to how you live in it. We envision how it feels when you drive into the neighborhood, we think about the exterior feel of your home, we plan for life within your home. We apply our artisan sense of design and construction to create a community you are happy to be in and a house that you are happy to call home.

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