

How Beazer Homes Supercharges the Customer Experience

Home insurance simplicity, convenience and a touch of charity helps win home buyers.



When home buyers are asked what service they're most interested in when buying a home, [their answer is nearly unanimous](#) (95%): A one-stop home buying experience.

In fact, [buyers rate](#) 'understanding of homebuying process and the steps involved' as one of the single biggest home buying challenges they face.

Most builders have taken these buyer concerns to heart. You see it reflected in the industry's continuing efforts to make home buying as painless, simple and convenient as possible.

That frequently starts with bringing more financial services in-house and embedding closing requirements like a home insurance offer at the contract stage. Few builders have performed these steps with more thought and conviction than Atlanta-based [Beazer Homes \(#23 in 2025 BUILDERS 100\)](#). Beazer's differentiated experience includes offering Mortgage Choice and home and title insurance through its [Charity Home Insurance Agency](#) and Charity Title Agency, among other customer-first ways of working.

Widely known as America's #1 energy efficient homebuilder, Beazer Homes is also making its mark with its discerning homebuying experience. Their high touch, customer-focused service strategy resonates with buyers for its quality and selfless approach.

Quality & Responsibility

As the name suggests, 100% of the title and insurance companies' net profits go to the Beazer Charity Foundation.

The mission of the foundation is to make a difference in the communities where Beazer sells its homes. In effect, Beazer reinvests back into the community as it elevates the customer experience.

"We've always been focused on philanthropic activities," explains Kyle Anderson, Beazer's director of risk management. "Five years ago we started Charity Title Agency, with the focus on offering quality title insurance for our home buyers that results in a





meaningful positive community impact. Now, we've made a similar commitment with our home insurance offering."

This quality emphasis imbues every aspect of Beazer. Consider Beazer's construction quality, for example. The average new home carries a HERS (home energy rating system) score of 73. A Beazer home? The gross HERS average is 42, a direct reflection of superior materials

and building methods (the lower a HERS number, the better for energy efficiency). By the end of 2025, Beazer is committed to meeting the U.S. Department of Energy's highest energy efficiency standard – a Zero Energy Ready Home – on every home it starts, a first for a national builder.

The builder continues to earn many other distinctions as well, including awards for corporate trustworthiness

(Newsweek), home air quality (EPA) and as an employee workplace (USA Today).

In late 2024, the builder took a big step in lifting the customer experience even higher through the creation of Charity Home Insurance Agency.

Supercharging the Customer Experience

Besides offering home buyers one-stop purchasing simplicity and convenience, Charity Home Insurance Agency solves another key problem.

"There's been a lot of news in the industry about the difficulty of getting home insurance," Anderson says. "We want to make sure we have the best processes in place to help our customers get competitively priced insurance without availability worries."

So they borrowed another page from the all-profits-to-charity playbook, similar to the legendary [Newman's Own brand](#). Beazer added the [Charity Home Insurance Agency](#) to their foundation line-up.

"This was just expansion of what we are already focused on," reports the 10-year Beazer veteran. The new agency simplifies the home insurance side of the

closing process with an embedded, pre-rated insurance quote from a top-rated insurance carrier. The quote is offered at the contract signing, pre-populated with all the new home details. “The new buyer has a quote right away. A dedicated Beazer home insurance agent follows up to answer any questions and provide even more coverage options if requested by the buyer. We want home insurance to be the easiest part of the process,” Anderson says.

Partnership of Quality

To ensure their insurance initiative aligned well with the firm’s quality culture, Beazer teamed up once again with their long-time insurance partner, [Westwood Insurance Agency](#), an organization that holds a 2024 “World-Class” Net Promoter Score (92 out of 100).

Anderson admits they’re not insurance experts like Westwood and have long relied on their counsel for building a better home insurance solution. “We build homes,” he says. “Westwood listens. They’re proactive. They understand the daily challenges we face as builders.”

“What’s great about our relationship,” Anderson continues, “is we’re able to tap into the Westwood digital platform. It’s



very impressive technology that allows us to get fast quotes to our buyers as well as relay home details to the carriers.”

The Westwood platform connects Charity Home Insurance Agency to dozens of premier insurance carriers, with coverage available nationwide including California, Florida and Texas. “It’s great to have established relationships in place with quality carriers that focus on new home buyers. They know new home construction is lower risk, which benefits our buyers,” affirms Anderson.

The Beazer Way

The insurance agency complements the in-house title insurance group and the builder’s Mortgage Choice program. Mortgage Choice allows several top-line mortgage lenders to compete for the buyer’s business, a competition that benefits the consumer. Anderson says the emphasis on construction quality, the customer experience, energy stewardship and community philanthropy are all part of the Beazer Way.

“Affordability is a big issue these days,” the risk director suggests. “We strive through our processes and partners to offer buyers the best all-around value for their home.”

A Proven Path Forward

Today home builders face so many issues. Home insurance for their buyers doesn't need to be one of them. More than ever, it makes sense for builders to align themselves with an experienced insurance partner. Westwood Insurance Agency offers a proven way forward for today's quality-minded builder.



Stable and sustainable.

There's never been a better time to safeguard closings with home insurance you can count on.

To learn how to minimize home closing disruption, visit [Westwood Insurance Agency](https://www.westwoodinsurance.com/partners).



[westwoodinsurance.com/partners](https://www.westwoodinsurance.com/partners)