



Atascosa, a Texas-based real estate company, has developed a real estate platform to offer customers 3D virtual reality tours.

The Nation's 1st Virtual Mobile Home Dealership! Safest. Easiest. Lowest Prices Guaranteed.

Engagement Overview

Crownstack, a leading technology solutions provider, started working with Braustin Homes as an engineering partner between 2023 and 2024. Their role was crucial in developing and implementing the engineering solution that empowered Braustin Homes' business.

About the Customer

Founded in 2017, Braustin Homes is a pioneer in the field, helping families turn their dream homes into reality through affordable housing.

As the world's first virtual mobile home dealership, Braustin Homes has revolutionized the home buying process, making it as easy as clicking a few buttons. With our one-of-a-kind Home Design Studio, you can customize a new manufactured home to your liking. Our homes are crafted and delivered from the factory to your Texas, New Mexico & Oklahoma home sites.



Industry	Real estate
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Business Challenges

- Braustin Homes wanted to build an upgraded version of their website, ensuring that all the existing features were migrated to provide a seamless user experience.
- The focus was on improving SEO and optimising the experience, which is essential for a website offering mobile home search solutions in rural areas of the US.
- Focus on ensuring the website remains stable and efficient while continuing maintenance and fixing issues.

Business Solution

- We migrated all critical features to version 2 of the website, ensuring a seamless transition for users.
- Improved Lighthouse scores for both performance and SEO by implementing server-side rendering across the website.
- Provided ongoing bug fixes and developed shop home features, creating a smoother experience for users purchasing mobile homes.

Technology Stack

Frontend	Next.Js v14
Workflow	Slack, Github, Click Up

Business Outcome

- Our collaboration has significantly improved the SEO for the website, making it more visible and accessible to potential customers searching for mobile homes in the US, thereby driving more traffic.
- Enhanced website performance, resulting in faster load times and smoother navigation, providing users with a better overall experience.
- We have reduced the number of bugs across the site, ensuring a more reliable and seamless user experience, particularly in key features like home browsing and purchasing.

Further Links

[Learn More About Crownstack's Offerings](#)

[Learn More about Braustin Homes](#)