

FACT SHEET

SpecDeck[®]

Mission-critical builder technology

MLS automation, builder intelligence and property marketing for production home builders

SpecDeck at a glance

- [SpecDeck[®]](#) is HomesUSA.com's mission-critical builder technology, created for production home builders that need to manage listings, market homes and understand local market activity at scale.
- Powered by [HomesUSA.com](#), America's No. 1 seller of new homes, SpecDeck combines MLS listing automation with business intelligence, competitive intelligence, hyper-local marketing intelligence and turnkey property marketing support.
- Used by more than 70 home builders across Texas, SpecDeck supports builders operating across multiple communities, markets and divisions.
- Builders using HomesUSA.com and SpecDeck reduce Days on Market by an average of at least 14 days and often as high as 40 days.
- SpecDeck delivers an average ROI of 240% and provides an average 7% increase in non-commission sales through its proprietary lead capture and forwarding system.
- The platform reduces manual data entry by 85%, performs 50+ automated validations, features a 12-KPI dashboard, and provides 6-days-a-week best-in-class human support.

What SpecDeck does

- Automates MLS listing creation, updates and reporting from lot stage through sale.
- Keeps pricing, status, completion dates, photos, contacts and listing details accurate across the MLS and syndicated portals.
- Creates AI-assisted property descriptions and supports media, open houses, ShowingTime, reverse prospecting, lead capture and lead forwarding.
- Turns MLS data into practical intelligence for sales, marketing, land and leadership teams.
- Helps builders identify top agents, active Realtor offices, competitive subdivisions, pricing trends and community-level opportunities.

Builder intelligence and marketing support

SpecDeck's business intelligence and hyperlocal community insight tools help builders see what is happening in the exact markets, communities and competitive areas where they sell homes. MarketPulse provides subdivision-level competitive intelligence using current MLS data, while Realtor Intelligence and Community Reports help builders focus agent outreach, evaluate local activity, spot listing gaps and support smarter pricing, sales and marketing decisions.

Technology features

- AI-generated property descriptions, automated validations, alerts and reminders.
- Active and pending listing reports, weekly lead reports and property description reports.
- Open House Manager, Media Manager with storage, ShowingTime Manager and reverse prospecting.
- Market trend reports, Realtor intelligence reports and on-demand CMA requests.

Created by Ben Caballero

SpecDeck was created by Ben Caballero, founder and CEO of HomesUSA.com and America's No. 1-ranked individual real estate agent for new-home sales since 2013. A former builder and technology pioneer, Caballero developed SpecDeck to help production builders manage MLS listings more accurately, market homes more effectively and use local intelligence to sell more homes.

Mission

To help production home builders sell homes faster, more accurately and more profitably by combining MLS automation, property marketing support, and business, competitive and hyper-local marketing intelligence.