Martin Communications and Ken Harvey Homes Win NCHBA STARS Award for Best Website

A research-savvy AI assistant and a new automated Parade of Homes route planner drove kenharveyhomes.com's Best Website win at the NCHBA 2026 STARS Awards

Martin Communications logo

RALEIGH, NC, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- Martin Communications, a Raleigh-based digital marketing agency, and Ken Harvey Homes, a custom home builder serving the Raleigh-Durham Triangle, have won Best Website for a Building Company at the North Carolina Home Builders Association's (NCHBA) 2026 STARS Awards. The award was presented Monday, August 31, at the Hilton Charlotte University Place in Charlotte, North Carolina.

> Martin Communications built us something that actually sells, not just something that looks nice."
>
> *Andy Beaird*

The win centers on two features that set kenharveyhomes.com apart from a typical builder website. The site's AI assistant has grown more capable at handling detailed, specific questions, helping prospects skip hours of manual research before they ever call a salesperson. And a new Parade of Homes page automatically builds a driving route to every Ken Harvey home on the tour, turning what used to be a printed map and a guessing game into a single click.

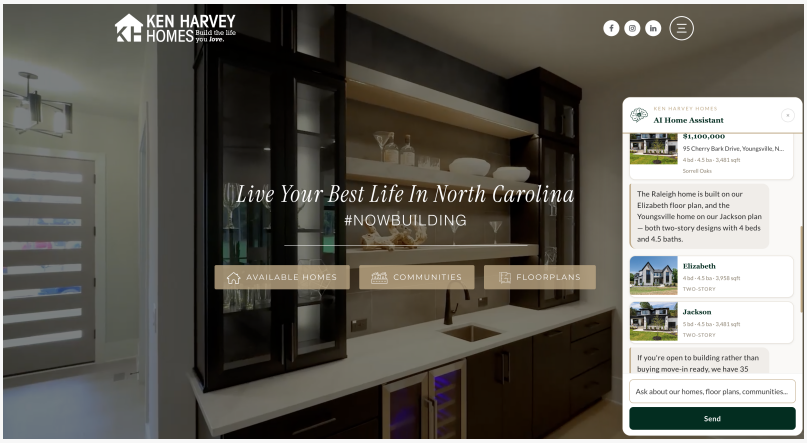
Since launch, the site has produced a 160.4% increase in monthly website visitors, 100.81% year-over-year traffic growth, and a 116.7% increase in lead form conversions.

"This award belongs to the whole team that pushed us to build something the Triangle market had not seen from a home builder before," said Jenny Martin Burke, President of Martin Communications. "We wanted a website that did real work for Ken Harvey Homes. Seeing NCHBA recognize that is a huge validation of the strategy."

"We recognized the enormous prospect benefit of providing AI services to end users to provide real answers to questions 24 hours per day," said Kevin Boxell, Vice President of Technology for

Martin Communications. “Each user is unique in their needs and questions, and while the website itself did a great job of organizing commonly requested information, the AI dives deeper into providing real and accurate answers to more specific prospect needs.”

“Our website has become one of our hardest-working team members,” said Andy Beaird, Member Manager of Ken Harvey Homes. “Buyers are showing up to appointments already knowing which floor plan fits their family and what a community offers, because they found the answers themselves online. Martin Communications built us something that actually sells, not just something that looks nice.”



Ken Harvey Homes AI

Best Website Stars Award

The AI assistant is available on every page of kenharveyhomes.com and draws on the company's live inventory, floor plan, and pricing data to answer prospect questions in real time. Since launch, it has continued to improve at fielding more specific, detailed questions, the kind that once took a phone call or an in-person visit to answer, compressing what can be hours of research into a single conversation. Ken Harvey Homes is not aware of any other Triangle-area builder that has deployed a comparable real-time, database-connected assistant.

The Parade of Homes page is the newest addition to the site. Rather than asking visitors to plan their own route across this year's Parade homes, the page automatically maps and orders the stops for them, a small feature that solves a real logistical headache during one of the busiest weekends on a builder's calendar.

kenharveyhomes.com also organizes more than 53 floor plans into Signature and Essential Collections, offers a room-by-room photo gallery, and features a dedicated section for the company's in-house Design Studio. The site includes built-in accessibility tools and multi-language support in English, Japanese, and Mandarin Chinese.

Ken Harvey Homes currently builds across 17+ communities in the Raleigh-Durham Triangle, with more than 53 floor plans ranging from $340,000 to more than $4,250,000.

For more information, visit kenharveyhomes.com or thinkmartinfirst.com.

About Martin Communications

Martin Communications is a Raleigh, North Carolina-based digital marketing agency serving home builders and real estate communities throughout the Triangle region and beyond. The agency provides website design, SEO, content strategy, and social media management. More information is available at thinkmartinfirst.com.

About Ken Harvey Homes

Ken Harvey Homes is a custom home builder serving the Raleigh-Durham Triangle region of North Carolina, with more than 17 active communities and 53-plus floor plans ranging from $340,000 to more than $4,250,000. More information is available at kenharveyhomes.com.

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