



DELTA DESIGN GROUP

912 OAK DR, WOODSTOCK, GA 30189



MEET THE TEAM



About our Business

Delta Design Group is an established small builder in Cherokee County, Georgia where our expertise is delivering homes to communities that showcase quality and functional beauty. We achieve these characteristics through an all-star team, a profound understanding of the local housing market, unmatched product design, efficient construction, and solid financial planning. The team has put together their best efforts to present a project that is viable in today's market while also aesthetic, functional, and sustainable.

What We Seek

We seek a construction loan up to \$2 million with an 8.5% APR. Upon approval, we plan to immediately begin with a total project duration of 7 months. Throughout the duration of this project, we plan to accrue costs totaling slightly over \$1 million and sell the property for \$1.249 million.

Scan to learn more about us and our homes



MARKET ANALYSIS

Location/ County Selection

BARTOW COUNTY

B+ public school grade

1.33% 1-year growth in population

\$65,559 household income

12% poverty rate

70.8% homeownership rate

1.77% employee growth rate

COBB COUNTY

#5 for outdoor activities, #19 best public schools
A- public school grade

0.773% 1-year growth in population

\$86,013 household income

8.61% poverty rate

66.2% homeownership rate

1.24% employee growth rate

3 CHEROKEE COUNTY

#24 best places to live for retirees

#3 for outdoor activities

#13 best public schools

A- public school grade

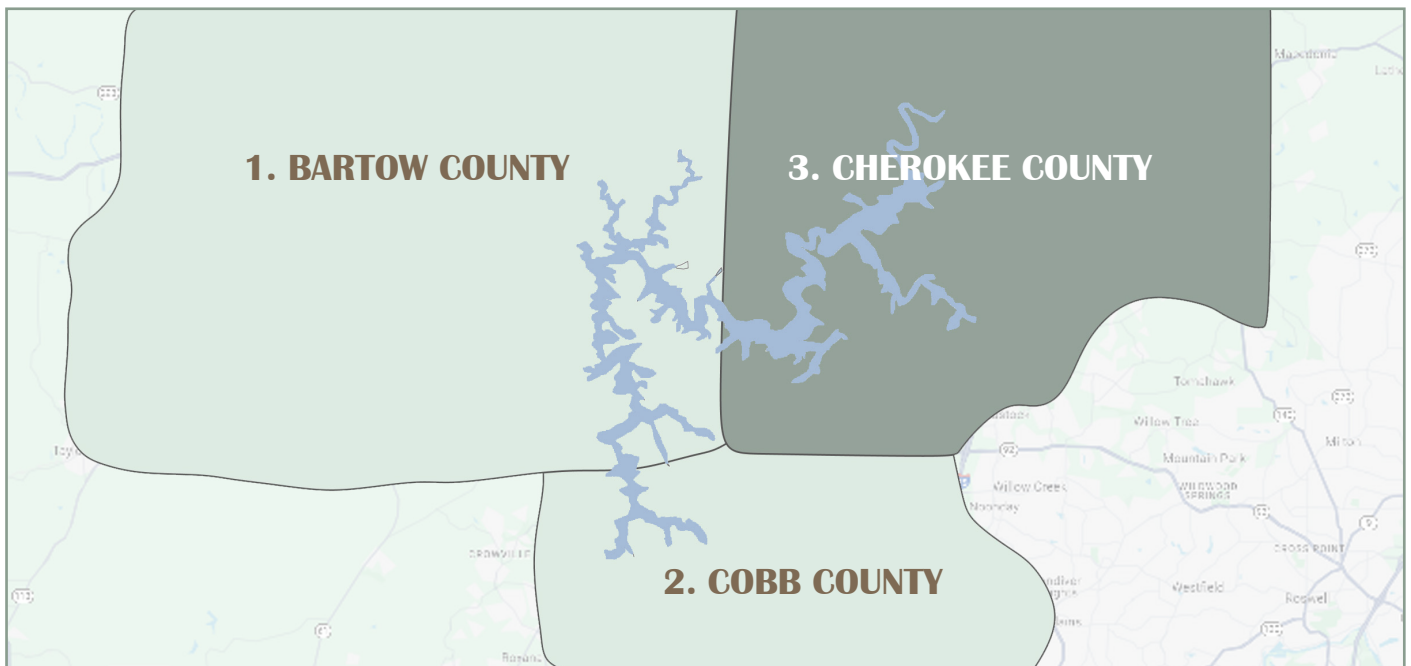
3.3% 1-year growth in population

\$90,681 household income

7.04% poverty rate

76.6% homeownership rate

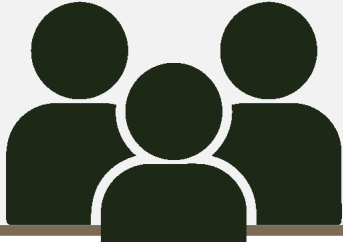
4.31% employee growth rate



MARKET ANALYSIS CONT'D

County Analysis

PEOPLE



Population

279,840 (28.0% Growth since 2010)

Median Age

- 39.8 Years Old
- The highest growing age in Cherokee County is 60 to 70 year olds

Cherokee County is the sixth fastest growing county in Georgia, growing 28% since 2010. Its population of more than 279,000 people primarily consist of a larger, middle aged demographic, with the average age just over 39 years old. The highest growing age in Cherokee County is 60 to 70 years olds.

ECONOMY



Employment

68.50%

Occupation

1. Management
2. Sales
3. Office and Administrative Support

Household Income

\$108,000/Yr.
11.21% of households are classified as high income households - \$200,000+ year

Commute Time

34 Minutes (Average)

The county's workforce comprises 68.50% of the population. The primary occupations are in management, sales, and office and administrative support. The average household income is \$108,000/yr, with 11.21% of households considered high income households making \$200,000+/yr.

HOUSING



Housing Stock

94,208 Houses (Half built since 2000s)

Occupant per Household

2.77 People

Housing Specs

3 Beds; 3 Baths
3,000 SQ-FT

Avg. House Value

\$292,300

Avg. Time on Market

34 days

Avg. Property Value

\$292,300

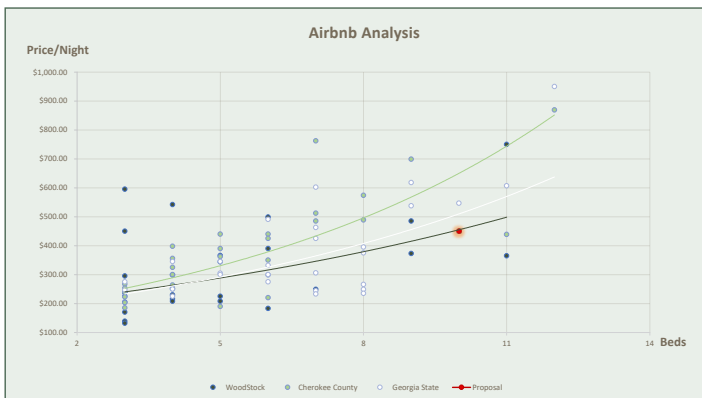
Cherokee County has an aging housing stock with a total of 94,000, half of those having been built since the 2000s. The average household size is less than three people. Despite this small household size, the average specifications of a home are rather larger, offering 3 beds, 3 baths, and just over 3,000 sqft of living space. While the housing cost has increased 12.8% over the past year, the average value is \$529,000 (approximately \$213/sqft) and the average home sits on the market for 34 days.

MARKET ANALYSIS CONT'D

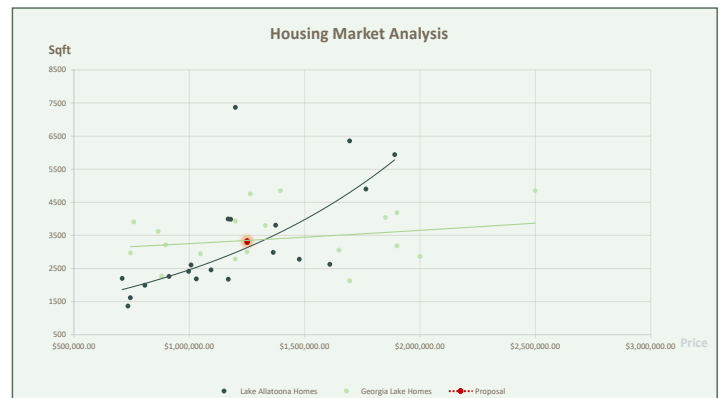
Housing Market

INVESTMENT/SECOND HOME

Given the household income statistics in Cherokee County, it is evident that a significant portion of the population does not have the financial means to afford the house we are planning to build. The lakefront properties, in particular, are priced between \$726,000 and \$2,000,000. In light of this, our intention is to develop 912 Oak Drive as an investment/vacation property while also targeting the 11.21% of high income households. According to estimates from the National Association of Home Builders (NAHB), the total count of second homes in the United States stands at 7.15 million, constituting 5.11% of total housing stock. Our strategic focus is to tap into this market segment. Notably, approximately 2.64 million second homes in the U.S. are designated for seasonal, recreational, or occasional use. We envision our property serving as an ideal second home, with the added potential for generating income through Airbnb rentals when not in use by the owners. Airbnb, a widely recognized platform for short-term rentals, boasts a total of 660,000 listings in the United States with over 70,000 located on lakefront properties. This aligns seamlessly with our objective to offer a dual-purpose investment opportunity for potential homeowners.



Airbnb Market Analysis: The above table shows Airbnb at three different scales: Woodstock, Cherokee County, and Georgia. This provides a price/beds ratio with which we can compare the investment market to where our proposal would be.



Housing Market Analysis: The above table shows housing comps at two different locations: Lake Allatoona and Georgia lake homes. This provides a price/sq-ft in which we can compare our product and market it at a competitive price point for the immediate area.

Competitor Analysis

Davidson Homes

Davidson Homes, established in 2017, has rapidly emerged as a top home builder in five different states. Emphasizing a commitment to excellence by prioritizing quality over cost. Specializing in the development of new neighborhoods in Woodstock. Davidson Homes proudly represents The Village at Towne Lake, offering six distinct residences. These homes feature three to four bedrooms, 3 baths, and spacious floor plans up to 3,900 square feet.



Donnelly Developments

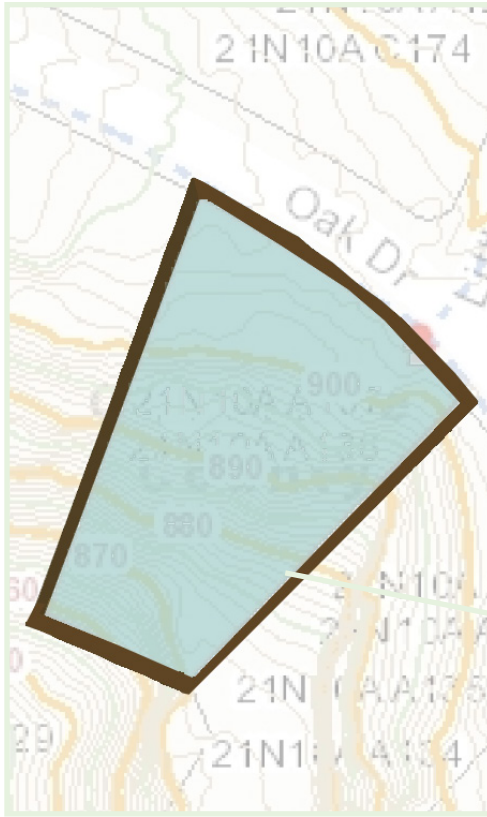
Donnelly Developments was established with the mission to “change the home building experience.” Operating as a homebuilder in three counties in Georgia, Donnelly distinguishes itself by allowing customers to personally design their homes, departing from the conventional model home approach. The company upholds three core promises to its clientele: open communication, transparent pricing, and genuinely customized solutions.



With several new renovated homes recently completed on Lake Allatoona and numerous builders in Cherokee County, it is crucial to comprehend our competition. Loren Construction, Davidson Homes, and O’Dwyer Homes represent just three of the builders in the area. Additionally Wind-song Properties, and Meritage Homes are noteworthy custom builders. At Delta Design Group, through a deep understanding of the market in which we build and an awareness of our competition, we can provide a perfect balance of value, location, and quality compared to our competitors.

MARKET ANALYSIS CONT'D

Neighborhood Selection



Lot Selection

Lot (# & Type):

Lot 115 - WaterFront

Lot Size:

84'-0" X 120'-0"

Setbacks:

Front: 30'-0"

Rear: 30'-0"

Sides: 10'-0"

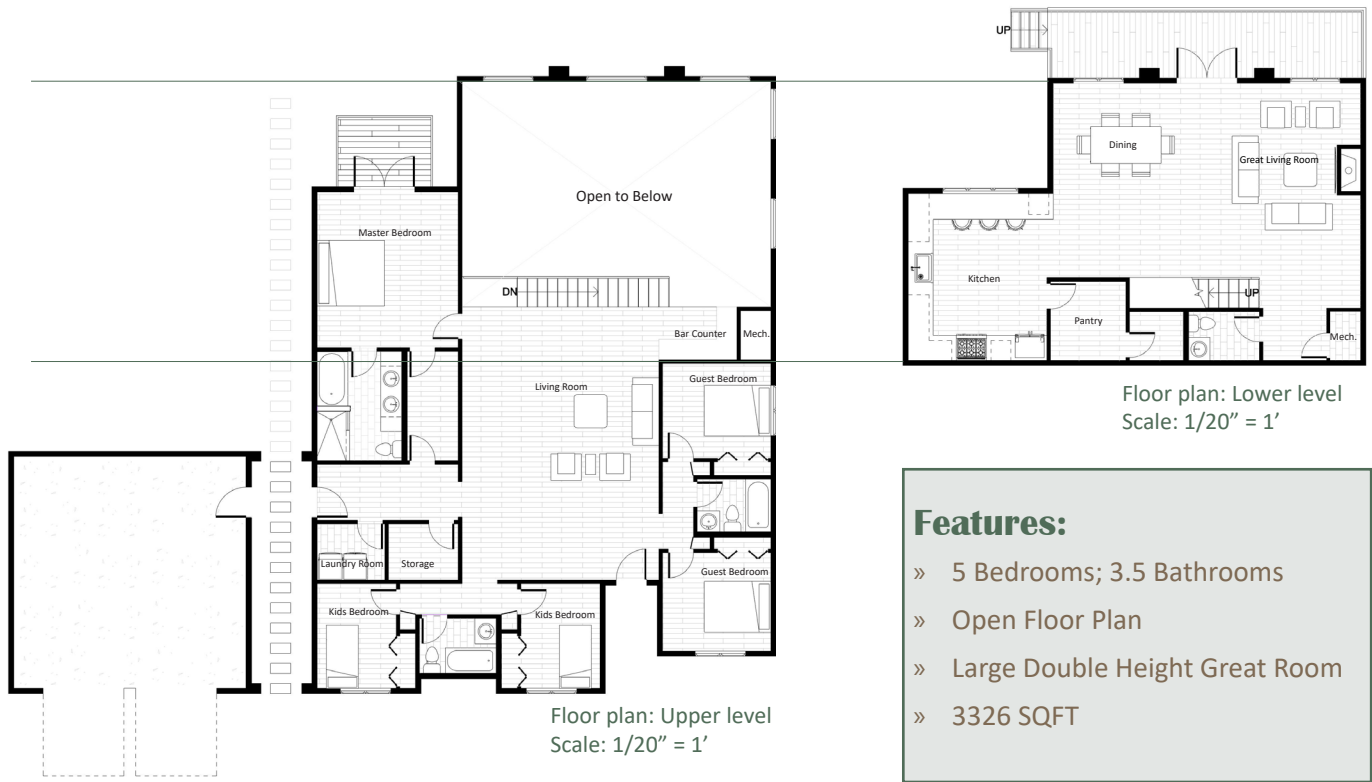
List Price:

\$449,000

LOT SELECTION AT Victoria Cottages

After a thorough review of the designated counties, it has been concluded that Cobb and Bartow do not align with our market analysis objectives. Despite Cobb county having a larger population, it fails to exhibit a growth rate surpassing that of Cherokee. Conversely, Bartow County, though smaller in size, lacks lakefront lots suitable for our project. Upon further research, we are pleased to introduce 912 Oak Drive, an exquisite lake front property situated in Woodstock, Georgia. This location not only features scenic Lake Allatoona, but also encompasses well-established school systems, employment opportunities, Airbnb rental potential, and overall appealing environment. The property's proximity to tourist attractions and recreational activities enhances its appeal for short-term rentals on platforms like Airbnb, providing an additional revenue stream for potential vacation home buyers and investors. Surrounding the lot are spacious lake houses that complement the serenity and charm of the area.

PRODUCT DESIGN



Located on the shores of Lake Allatoona, our design serves as a nature retreat for groups seeking both comfort and stunning views. This home includes gathering spaces which are thoughtfully designed on each level and features an open-concept layout which connects the living, dining, and kitchen. Towering windows frame breathtaking views of Lake Allatoona creating an oasis for shared moments and relaxation.



② SOUTH ELEVATION

PRODUCT DESIGN CONT'D



With ample seating both indoors and on the spacious deck, this retreat encourages interactions within nature's beauty. The bedrooms, strategically placed on the street level for easy access, offer amenities like a mini-bar. This vacation home is only forty-five minutes from the bustling metropolis of Atlanta, Georgia and is a haven where memories are made amidst the tranquility of lakeside living.



3 EAST ELEVATIONS



4 WEST ELEVATION



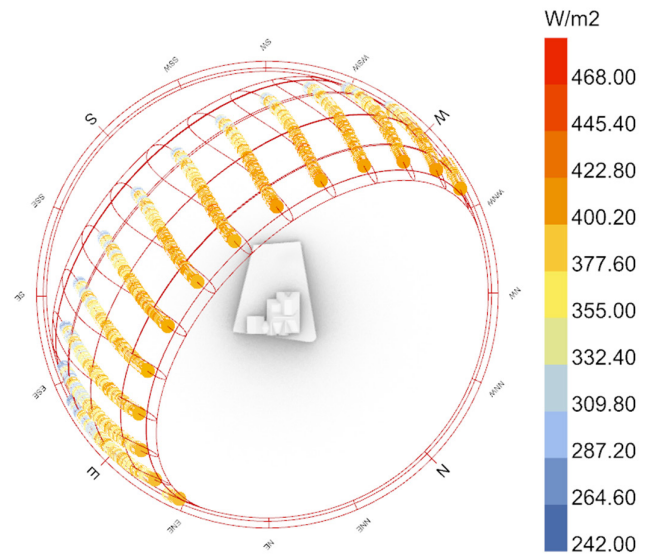
1 NORTH ELEVATION

PRODUCT DESIGN CONT'D

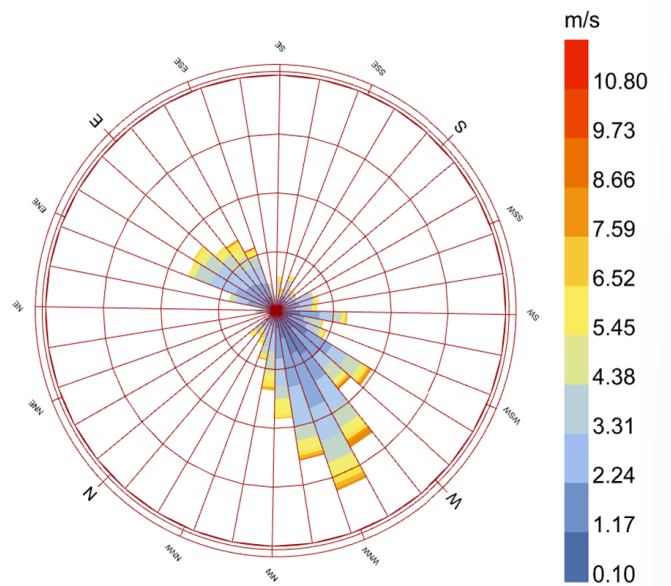
Sustainability

At the design level, our team decided to place the largest windows and to allow the most natural light in on the southern facing facade. In this way we can minimize the solar heat gain from the sun's natural East to West motion in the warmer seasons of Georgia's summer, while also allowing for plenty of natural light and a beautiful view of Lake Allatoona. Keeping solar heat gain in mind, we choose the sizes of our overhangs according to which sides of the home would face the most heat gain. The lot that we've selected hasn't been cleared and is populated by several tall pine trees, which allows our team to intelligently select trees to be cleared and coordinate the placement of the home with the natural location of shade.

When it comes to materials, our choices of R21 insulation for walls and R38 insulation for the ceiling falls over industry standards and will ensure the HVAC system uses less energy for heating and cooling. Similarly, we choose energy star rated doors and windows to ensure the home is airtight and to maximize efficiency of the HVAC system. We also opted for low flow fixtures when selecting our plumbing fixtures, which will reduce the water bill significantly over time. Our primary choice of flooring is real wood oak flooring. Oak flooring, similar to other wood material choices such as the lumber frame of the home, has a net positive impact on the environment due to the carbon that is sequestered during the growth of the oak trees. Other materials of the home such as paints, adhesives, and sealants were selected to have as little volatile organic compounds (VOCs) as possible. Choosing low VOC materials is not only more sustainable but is better for the occupants' health as well.



SUN PATH SIMULATION



WINDROSE SIMULATION

PROJECT MANAGEMENT

SWPPP / Site Logistics Plan

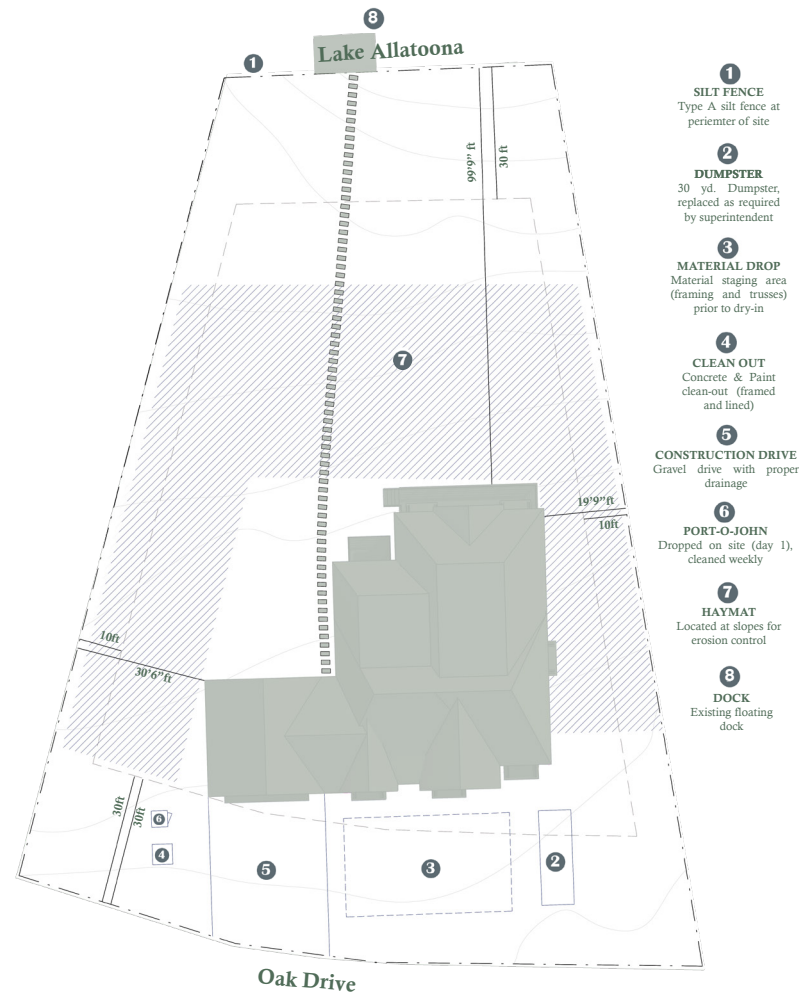
A detailed plan of the construction site logistics can be seen in the graphic. Considering the lot we chose to build on is waterfront property and has a sharp slope from the road to the lake, stormwater management was a major priority while creating a site logistics plan. In accordance with the Georgia Stormwater Management Manual and per Cherokee County approval, we chose to utilize a Type-A silt fence, straw wattles, and hay mat located between the home and the lake to stop all potential stormwater runoff. Our stormwater management plan will be carried out prior to starting the home and maintained during construction to ensure that there is no stormwater reaching the lake.

Similar to the stormwater management plan, our dumpster and port-o-john will be delivered prior to construction. After construction begins, all materials such as the lumber packages will be delivered at the front of the house in the designated laydown area. All excess concrete and paint will be disposed of in a clean out area which will be lined with visqueen to ensure there is no run off. After we reach dry-in, material such as sheetrock and the interior doors will be delivered and stored inside the home where they will be protected from water damage. In order to prevent theft of materials, the house will have temporary deadbolts installed as soon as the framers have set the exterior doors. To provide access for all workers and Delta Design Group team members, we will place a lock box on the front door of the home. The job site will be cleaned proactively by our subcontractors as stipulated in their contracts and all waste and trash will be disposed of in the dumpster. Maintaining a clean job site will not only help with the safety of our workers, but will ensure there are no setbacks to our schedule for cleaning and that the project runs smoothly.

Safety Plan

For projects to be carried out effectively and achieve high-quality standards, safety must be a top priority and shall be treated with the utmost importance. All individuals on site are required to be knowledgeable of OSHA standards and adhere to those guidelines. Furthermore, all members of our team will practice and enforce these safety procedures throughout the duration of this project:

- The Project Manager will keep record of new trade site orientations. Site orientations involve outlining safety procedures for how work is to be performed in addition to potential hazards located on site.
- Personal Protective Equipment is required to be worn at all times on site. Such equipment includes but is not limited to protective eye wear, hard hats, safety (reflective) vests, fall protection, and hearing protection.
- Random inspections will be held for the duration of the project to observe any safety protocols not being followed. Such inspections will be unannounced and a final report will be documented for OSHA records.
- All safety violations are subject to a warning. Depending on severity and type of incident, the worker may receive suspension, fines, or termination.
- Toolbox talks will be conducted on site once per week to encourage safety culture. In addition to OSHA resources, NAHB Safety resources will be used. Meetings will include verbal instruction and supplemental multimedia resources in English and Spanish when necessary.



SCHEDULE

ID	Task Mode	Task Name	Duration	Start	Finish	Predecessors	Successors
1		912 Oak Street	155 days	Fri 3/1/24	Thu 10/3/24		
2		Lot Acquisition	1 day	Fri 3/1/24	Fri 3/1/24		
3		Lot Acquisition	1 day	Fri 3/1/24	Fri 3/1/24		5
4		Permitting	30 days	Mon 3/4/24	Fri 4/12/24		
5		Building Permit	30 days	Mon 3/4/24	Fri 4/12/24	3	7
6		Site Work	15 days	Mon 4/15/24	Fri 5/3/24		
7		Survey/Stake Lot	1 day	Mon 4/15/24	Mon 4/15/24	5	8
8		SWPPP Install	1 day	Tue 4/16/24	Tue 4/16/24	7	9
9		SWPPP Inspection	1 day	Wed 4/17/24	Wed 4/17/24	8	10
10		Clearing/Dirt Work	10 days	Thu 4/18/24	Wed 5/1/24	9	12,13,14,11
11		Porta John drop off	1 day	Thu 5/2/24	Thu 5/2/24	10	17
12		Dumpster Drop	1 day	Thu 5/2/24	Thu 5/2/24	10	17
13		Temporary T-Pole Install	1 day	Thu 5/2/24	Thu 5/2/24	10	15,17
14		Job Box Drop	1 day	Thu 5/2/24	Thu 5/2/24	10	17
15		T-Pole Inspection	1 day	Fri 5/3/24	Fri 5/3/24	13	17
16		Foundation	30 days	Mon 5/6/24	Fri 6/14/24		
17		Stake House	1 day	Mon 5/6/24	Mon 5/6/24	13,11,12,14,15	18
18		Excavation/Pad/Footers	5 days	Tue 5/7/24	Mon 5/13/24	17	19
19		Underground Plumbing 1	1 day	Tue 5/14/24	Tue 5/14/24	18	20
20		Footer/Plumbing Inspection	1 day	Wed 5/15/24	Wed 5/15/24	19	21
21		Pour Footer	1 day	Thu 5/16/24	Thu 5/16/24	20	22
22		Wall Formwork	4 days	Fri 5/17/24	Wed 5/22/24	21	23
23		Wall Formwork Inspection	1 day	Thu 5/23/24	Thu 5/23/24	22	24
24		Pour	1 day	Fri 5/24/24	Fri 5/24/24	23	25
25		Backfill Aggregate	1 day	Mon 5/27/24	Mon 5/27/24	24	26
26		Slab Formwork	3 days	Tue 5/28/24	Thu 5/30/24	25	27
27		Underground Plumbing 2	1 day	Fri 5/31/24	Fri 5/31/24	26	28
28		Plumbing Inspection	1 day	Mon 6/3/24	Mon 6/3/24	27	29
29		Dig Footings	2 days	Tue 6/4/24	Wed 6/5/24	28	30
30		Slab Inspection	1 day	Thu 6/6/24	Thu 6/6/24	29	31
31		Pour Slab	1 day	Fri 6/7/24	Fri 6/7/24	30	32
32		Cure	5 days	Mon 6/10/24	Fri 6/14/24	31	34,35
33		Framing	19 days	Mon 6/17/24	Thu 7/11/24		
34		Frame Package Delivery	1 day	Mon 6/17/24	Mon 6/17/24	32	36
35		Truss Delivery	1 day	Mon 6/17/24	Mon 6/17/24	32	36
36		Lower Level Frame	3 days	Tue 6/18/24	Thu 6/20/24	35,34	37
37		Upper Level Frame	5 days	Fri 6/21/24	Thu 6/27/24	36	38
38		Fly Trusses	1 day	Fri 6/28/24	Fri 6/28/24	37	39
39		Decking	1 day	Mon 7/1/24	Mon 7/1/24	38	40
40		Nail Pattern Inspection	1 day	Tue 7/2/24	Tue 7/2/24	39	41
41		Install Windows/Doors	2 days	Wed 7/3/24	Thu 7/4/24	40	47,43
42		Soffit/Fascia	5 days	Fri 7/5/24	Thu 7/11/24		
43		Soffit/Fascia Delivery	1 day	Fri 7/5/24	Fri 7/5/24	41	44
44		Soffit Fascia Install	2 days	Mon 7/8/24	Tue 7/9/24	43	45
45		Soffit/Fascia Paint	2 days	Wed 7/10/24	Thu 7/11/24	44	53
46		Rough-Ins	9 days	Fri 7/5/24	Wed 7/17/24		
47		HVAC Rough In	2 days	Fri 7/5/24	Mon 7/8/24	41	48
48		Plumbing Top Out	2 days	Tue 7/9/24	Wed 7/10/24	47	49
49		Electrical Rough In	2 days	Thu 7/11/24	Fri 7/12/24	48	50
50		Frame Punch	2 days	Mon 7/15/24	Tue 7/16/24	49	51
51		MEP/Frame Inspection	1 day	Wed 7/17/24	Wed 7/17/24	50,54	56,65,68
52		Roofing	3 days	Fri 7/12/24	Tue 7/16/24		
53		Roof Delivery	1 day	Fri 7/12/24	Fri 7/12/24	45	54
54		Roof Install	2 days	Mon 7/15/24	Tue 7/16/24	53	51
55		Exterior	19 days	Thu 7/18/24	Tue 8/13/24		
56		Stone Veneer & Siding Delivery	1 day	Thu 7/18/24	Thu 7/18/24	51	57

PROJECT MANAGEMENT

7 MONTH BUILD

OUR STRATEGY



Trade Partner Management

Delta Design Group is a well established residential contractor in the Greater Atlanta Area. As such, over the years we've been able to build relationships with our trade partners and cultivate a reliable and skilled base of contractors. When finding new trade partners is necessary we often utilize the Greater Atlanta HBA, as they have relationships with reputable tradesmen. It's our goal to ensure that we are providing high quality work to home buyers at a competitive price point, and the HBA helps us reach this goal. To keep our prices competitive and ensure we are not overly dependent on one contractor, we send out bids and work with several different contractors.

Trade partner relationships are very important in home-building and we work hard to ensure that our partners want to keep working with us. Mutual respect is at the center of this process. Mutual respect is earned not only by how we carry ourself and communicate with trades-men, but additionally requires that we respect their time and their own business. This means that when they ar-rive on our job sites, the materials that they need to start our jobs are always on site so that there are no unnec-essary setbacks for their schedule and our own. It also means that we send out our bids weeks in advance so they have plenty of time to quote and schedule our jobs; contractors should never have to make last minute can-cellations to prioritize our company. With our company standards of respect and understanding, contractors ap-preciate our company's culture and

- **STRONG TRADE BASE SUPPORTED BY GREATER ATLANTA HBA**
- **MATERIALS AVAILABLE ON SITE AT THE START OF WORK**
- **STREAMLINED SCHEDULE TO PRODUCE EFFICIENT PROGRESS**
- **CONSTRUCTION EXECUTED RIGHT THE FIRST TIME**

Material Procurement Management

Delta Design Group is a design-build firm, so our designer has already selected materials far before construction of a home begins. This allows us to order materials that typically have long lead times and are affected by supply chain shortages such as specialty windows, garage doors, light fixtures, specialty interior and exterior finishes, and appliances. By ordering materials as soon as we receive the building permit, we are able to shorten our build time and streamline our schedule. Having worked in the Atlanta area for so long, we've had ample time to build relationships with local vendors. Our suppliers include Builders FirstSource, Carter Lumber, Foundation Building Materials, North Georgia Building Supply, James Hardie Building Products, Sherwin Williams Paints, and many others.

All material packages are bid by our various vendors in order to get the best prices and keep a high profit margin. In order to make sure material is delivered on schedule, our project managers consistently check in with vendors and maintain relationships with salesmen to keep us ahead of our competitors.

Permitting/ Inspections

Building new construction requires collaboration with local municipalities. Some tasks include the permitting process and building inspections. As seen in our schedule, we allot 30 days for the permitting process of 912 Oak Drive. Additionally, 11 days have been allotted for SWPPP, t-pole, set-back, footing/foundation, plumbing rough, pre-slab, nail pattern/bracing, MEP/frame, insulation, temporary to permanent power, and final inspections.

ESTIMATE

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Description	Unit	Quantity	Material	Labor	Total
Permitting & Fees					
Engineering Fees	Ea.	1.00	\$ -	\$ 2,150.00	\$ 2,150.00
Building Permit	Ea.	1.00	\$ -	\$ 300.00	\$ 300.00
Tap in Fees	Ea.	1.00	\$ -	\$ 1,394.00	\$ 1,394.00
Impact Fees	Ea.	1.00	\$ -	\$ 1,509.72	\$ 1,509.72
Utilities	Ea.	1.00	\$ -	\$ 500.00	\$ 500.00
Permitting & Fees Total					\$ 5,854
Sitework					
Survey	Acre	0.50	\$ 46.36	\$ 322.52	\$ 368.88
Corner mark	Day	1.00	\$ -	\$ 799.63	\$ 799.63
Port-a-john	Month	4.00	\$ 1,012.00	\$ -	\$ 1,012.00
30 yard dumpster	Month	4.00	\$ 3,200.00	\$ -	\$ 3,200.00
Lot Clearing/Tree Removal	Acre	0.50	\$ -	\$ 4,141.68	\$ 4,141.68
Grading, rough, final	S.Y.	1224.00	\$ -	\$ 2,366.00	\$ 2,366.00
Pad construction, excavator, skid steer	Day	3.00	\$ -	\$ 4,500.00	\$ 4,500.00
SWPPP allowance	Job	1.00	\$ 3,250.00	\$ 3,250.00	\$ 6,500.00
Septic tank	Ea.	1.00	\$ 4,162.13	\$ 678.56	\$ 4,840.69
Landscape allowance	Ea.	1.00	\$ 5,000.00	\$ 5,000.00	\$ 10,000.00
Sitework Total					\$ 37,729
Foundation					
Slab backfill	L.C.Y.	60.00	\$ -	\$ 1,824.60	\$ 1,824.60
Backfill compaction	B.C.Y.	60.00	\$ -	\$ 278.40	\$ 278.40
Form, concrete slab	L.F.	670.00	\$ 502.50	\$ 1,547.70	\$ 2,050.20
Form, concrete wall	SFCA	915.00	\$ 5,599.80	\$ 6,880.80	\$ 12,480.60
Reinforcing, rebar, slab	Lb.	2435.00	\$ 1,194.56	\$ 1,017.93	\$ 2,212.49
Welded wire fabric, 4x4	S.F.	2563.00	\$ 1,358.39	\$ 692.01	\$ 2,050.40
Ready mix concrete, 3500 psi	C.Y.	123.00	\$ 28,336.74	\$ -	\$ 28,336.74
Pump, concrete footing	C.Y.	40.00	\$ -	\$ 928.00	\$ 928.00
Pump, concrete slab	C.Y.	47.00	\$ -	\$ 1,260.07	\$ 1,260.07
Pump, concrete wall	C.Y.	11.00	\$ -	\$ 385.00	\$ 385.00
Concrete finishing, broom finish	S.F.	1643.00	\$ -	\$ 920.08	\$ 920.08
Concrete finishing, trowel finish	S.F.	2563.00	\$ -	\$ 1,691.58	\$ 1,691.58
Foundation Total					\$ 54,418
Frame					
6" x 6" wood, framing	L.F.	25.00	\$ 215.63	\$ 283.50	\$ 499.13
6" x 10" wood, column framing	L.F.	30.00	\$ 266.10	\$ 162.30	\$ 428.40
Trusses, material, install	Job	1.00	\$ 27,398.09	\$ 8,713.16	\$ 36,111.25
columns, 4" x 4"	L.F.	80.00	\$ 116.80	\$ 166.40	\$ 283.20
Deck framing, treated lumber, joists, 2" x 6"	L.F.	272.00	\$ 266.56	\$ 176.80	\$ 443.36
trim, 2" x 2"	L.F.	75.00	\$ 46.50	\$ 102.00	\$ 148.50
6"	S.F.	349.00	\$ 736.39	\$ 443.23	\$ 1,179.62
Wall framing, door, 2" x 4"	Ea.	15.00	\$ 532.26	\$ 229.14	\$ 761.40
Wall framing, door, 2" x 6"	Ea.	6.00	\$ 284.60	\$ 63.65	\$ 348.25

Description	Unit	Quantity	Material	Labor	Total
Wall framing, window	Ea.	26.00	\$ 1,240.46	\$ 441.22	\$ 1,681.68
Wall framing, plates, treated, 2" x 4"	L.F.	1149.00	\$ 884.73	\$ 976.65	\$ 1,861.38
Wall framing, plates, treated, 2" x 6"	L.F.	1218.00	\$ 1,181.46	\$ 1,096.20	\$ 2,277.66
Wall framing, studs, 2" x 4"	L.F.	4440.00	\$ 3,108.00	\$ 3,330.00	\$ 6,438.00
Wall framing, studs, 2" x 6"	L.F.	3470.00	\$ 3,990.50	\$ 2,776.00	\$ 6,766.50
hick	S.F.	4115.00	\$ 3,580.05	\$ 2,551.30	\$ 6,131.35
resistant barrier, 5/8" thick, tongue and	S.F.	4117.00	\$ 6,546.03	\$ 2,476.11	\$ 9,022.14
Doors, insulated, exterior, 3068	Ea.	2.00	\$ 1,617.68	\$ 105.06	\$ 1,722.74
Doors, exterior, sidelite, 3068	Ea.	1.00	\$ 2,895.60	\$ 112.90	\$ 3,008.50
Doors, exterior, french, 4 lite, 6068	Pair	2.00	\$ 7,600.00	\$ 225.80	\$ 7,825.80
Glazing 6' x 7'	Ea.	1.00	\$ 1,300.00	\$ 226.40	\$ 1,526.40
Windows	Job	1.00	\$ 9,473.74	\$ 1,047.96	\$ 10,521.70
Frame Total					\$ 98,987
Exterior					
Millstream	S.F.	323.00	\$ 3,811.40	\$ 3,750.03	\$ 7,561.43
shingles, class A	Sq.	44.00	\$ 6,587.68	\$ 3,474.24	\$ 10,061.92
exture, 5/16" thick x 7-1/2" wide, 6-1/4"	S.F.	2765.00	\$ 4,838.75	\$ 5,115.25	\$ 9,954.00
exture, 5/16" thick	S.F.	1100.00	\$ 1,529.00	\$ 1,155.00	\$ 2,684.00
x 3-1/2"	L.F.	1360.00	\$ 1,917.60	\$ 3,876.00	\$ 5,793.60
spray	S.F.	3865.00	\$ 2,817.59	\$ 5,322.11	\$ 8,139.70
Standing seam metal roofing	Sq.	1.00	\$ 722.51	\$ 356.50	\$ 1,079.01
Overhead garage doors	Ea.	2.00	\$ 5,962.73	\$ 1,197.56	\$ 7,160.29
Exterior Total					\$ 52,434
Insulation					
Blown insulation, ceilings, R38	S.F.	2489.00	\$ 2,563.67	\$ 2,016.09	\$ 4,579.76
Batt insulation, walls, R21, 15" wide	S.F.	3765.00	\$ 5,647.50	\$ 978.90	\$ 6,626.40
Insulation Total					\$ 11,206
Mechanical					
Condensing unit, 2 ton	Ea.	1.00	\$ 1,906.25	\$ 445.66	\$ 2,351.91
Condensing unit, 3 ton	Ea.	1.00	\$ 2,281.25	\$ 719.24	\$ 3,000.49
Range hood, Thor, stainless steel	Ea.	1.00	\$ 594.00	\$ 145.28	\$ 739.28
hermostat	Ea.	1.00	\$ 1,950.00	\$ 186.39	\$ 2,136.39
hermostat	Ea.	1.00	\$ 4,781.25	\$ 186.21	\$ 4,967.46
Ductwork, associated registers, trim	Job	1.00	\$ 5,235.00	\$ 2,212.76	\$ 7,447.76
Mechanical Total					\$ 20,643
Electrical					
T-Pole	Ea.	1.00	\$ 150.00	\$ 150.00	\$ 300.00
Service panel install	Ea.	1.00	\$ 1,961.25	\$ 549.84	\$ 2,511.09
Meter socket	Ea.	1.00	\$ 847.26	\$ 236.64	\$ 1,083.90
Breakers, associated wiring, box install	Job	1.00	\$ 2,511.82	\$ 2,224.35	\$ 4,736.17
lighting	Ea.	10.00	\$ 8,192.43	\$ 3,112.19	\$ 11,304.62
Electrical Total					\$ 19,936

ESTIMATE

PAGE 1/2

Description	Unit	Quantity	Material	Labor	Total
Plumbing					
Plumbing Rough In, supply, waste, vent iron	Ea.	1.00	\$ 11,288.76	\$ 5,083.94	\$ 16,372.70
Tub/shower, cast iron, tile splash	Ea.	2.00	\$ 8,000.30	\$ 469.32	\$ 8,469.62
Lavatory, vanity top, single bowl	Ea.	5.00	\$ 1,532.55	\$ 683.40	\$ 2,215.95
Shower, stall, tile	Ea.	1.00	\$ 3,818.33	\$ 154.12	\$ 3,972.45
Sink, kitchen, stainless steel, double bowl	Ea.	1.00	\$ 1,454.60	\$ 154.12	\$ 1,608.72
Water closet, tank type, dual flush	Ea.	4.00	\$ 1,288.36	\$ 558.32	\$ 1,846.68
Plumbing Total					\$ 38,630
Interior					
Moldings, base, 5/8" x 5-1/2"	L.F.	1090.00	\$ 3,706.00	\$ 1,754.90	\$ 5,460.90
Moldings, base, shoe	L.F.	1090.00	\$ 1,111.80	\$ 1,689.50	\$ 2,801.30
Custom cabinets	L.F.	62.00	\$ 31,810.34	\$ 2,028.64	\$ 33,838.98
Countertops, granite	L.F.	95.00	\$ 18,767.25	\$ 2,955.45	\$ 21,722.70
Doors, prehung, interior, 3068	Ea.	14.00	\$ 5,584.32	\$ 691.46	\$ 6,275.78
Door, prehung, interior, bifold, 6068	Ea.	2.00	\$ 986.12	\$ 158.36	\$ 1,144.48
Mirrors/Shower doors	S.F.	126.00	\$ 1,437.66	\$ 569.52	\$ 2,007.18
Gypsum wallboard, standard, taped & finished (level 4 finish), 1/2" thick	S.F.	14007.00	\$ 5,182.59	\$ 11,625.81	\$ 16,808.40
Tile work	S.F.	351.00	\$ 789.75	\$ 1,214.46	\$ 2,004.21
Wood flooring, tongue and groove, oak, 3-1/4" wide	S.F.	2326.00	\$ 11,374.14	\$ 4,558.96	\$ 15,933.10
Paints & coatings, exterior doors, both sides, brushwork, stain, sealer + 2 coats polyurethane	Ea.	3.00	\$ 127.20	\$ 311.22	\$ 438.42
Paint, interior latex, doors, spray, primer + 2 coats	Ea.	15.00	\$ 240.15	\$ 778.05	\$ 1,018.20
Paint, walls & ceilings, interior, latex paint, 2 coats, spray	S.F.	14007.00	\$ 5,462.73	\$ 3,641.82	\$ 9,104.55
Fireplace, gas, built-in, recirculating, large fan, 48 inch	Ea.	1.00	\$ 3,848.00	\$ 643.68	\$ 4,491.68
Microwave oven, Thor, stainless steel	Ea.	1.00	\$ 1,189.00	\$ 129.63	\$ 1,318.63
Oven, Thor, natural gas, stainless steel, 48 inch	Ea.	1.00	\$ 2,549.00	\$ 451.47	\$ 3,000.47
Dishwasher, Thor, stainless steel	Ea.	1.00	\$ 862.00	\$ 317.37	\$ 1,179.37
Clean, rough	Ea.	1.00		\$ 434.60	\$ 434.60
Clean, final	Ea.	1.00		\$ 291.19	\$ 291.19
Interior Total					\$ 132,986
			Total	Total	S&B Total
			\$ 322,694.07	\$ 150,128.48	\$ 472,822.55

PERMITTING	\$5,854	LOT COST
SITework	\$37,729	
FOUNDATION	\$54,418	Asking Price: \$449,000
FRAMING	\$98,987	Offer Price: \$445,000
EXTERIOR	\$52,434	CONSTRUCTION COSTS
INSULATION	\$11,206	
MECHANICAL	\$20,643	\$ 472,822.55
ELECTRICAL	\$19,936	TOTAL COSTS TO BUILD
PLUMBING	\$38,630	
INTERIOR	\$132,986	\$ 917,822.55 \$275.95/ SF

912 Oak Street's estimate is broken down into 10 sub sections each comprised of related costs. The most notable sections include site work, foundation, frame, and interior finishes. Delta Design meticulously broke down each line item included and then some to come to a total cost to build of \$472,823 not including lot costs.

MARKETING & SALES

PLAN/ PROECTION

Delta Design Group has identified 2 potential buyers along with associated benefits for 912 Oak Drive.



1. Vacation / Investment Property:

Delta Design Group recognizes this build would make a profitable vacation / investment property because of its desirable location and 5 bed 3.5 bath size. Research in the area shows there is a considerable demand for short term vacation rentals during the prime summertime months. Comparables in the area charge approximately 450\$ per night during primetime. During less desirable times, like fall and winter when water levels are low, comparables charge approximately 325\$ per night. Assuming these prices, Delta Design projects potential income based on occupancy rates in Table 1.1.

2. Move Up Home:

Since we are well known local builders to the area, Delta Design Group has garnered partnerships with local lenders to provide potential homebuyers with an enticing adjustable rate mortgage. In contrast to most 30 year fixed rate mortgages with a 7 to 8% interest rate, our lending partners are offering a 30 year adjustable rate mortgage with the first 5 years having a 5.95% interest rate. This span in time gives the buyer an opportunity to refinance on their mortgage at a lower rate before their interest rate jumps thus saving money in the long run. Finally, Delta Design is offering to pay \$6,000 in closing costs on the sale of the home.

Projected Rental Income (Table 1.1)					
	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Yearly
High Occupancy (80%/55%)	\$16,250	\$32,760	\$27,863	\$16,445	\$93,318
Avg. Occupancy (70%/45%)	\$13,325	\$28,800	\$24,080	\$13,325	\$79,530
Low Occupancy (60%/35%)	\$10,400	\$24,750	\$20,125	\$10,400	\$65,675
April-August considered high occupancy at \$450/night					
September-March considered low occupancy at \$325/night					

SALES / MARKETING STRATEGY

Traditional along with modern sales strategies will be adopted for 912 Oak Drive given its uniqueness being one of the few lakefront properties left for new construction in Cherokee County. The Justin Landis Group, based out of Atlanta and serving surrounding areas, will be the realtor for this property. DDG chose The Justin Landis Group based on their recent sales, ranging up to 4.3m, and their established and professional reputation which attracts the type of buyer Delta Design is targeting. DDG has agreed upon a 6% commission (3.25% selling agent and 2.75% buying agent) with The Landis Group contingent upon the sale of this project. Additionally, 1% of the project's budget is allocated to specialty marketing. Specialty marketing includes the use of targeted internet ads to individuals in Cherokee County and the Greater Atlanta Area.

Marketing will begin with construction of the home in the form of virtual tour renderings posted onto real estate websites like Realtor.com, Zillow, Redfin, et cetera. Additionally, construction updates will be posted on social media with boosted visibility. With the average time on market being 34 days, DDG has estimated for this property to sell 32 days after construction completion for a total time on market of 6.7 months.

FINANCIALS

Risk Assessment & Mitigation

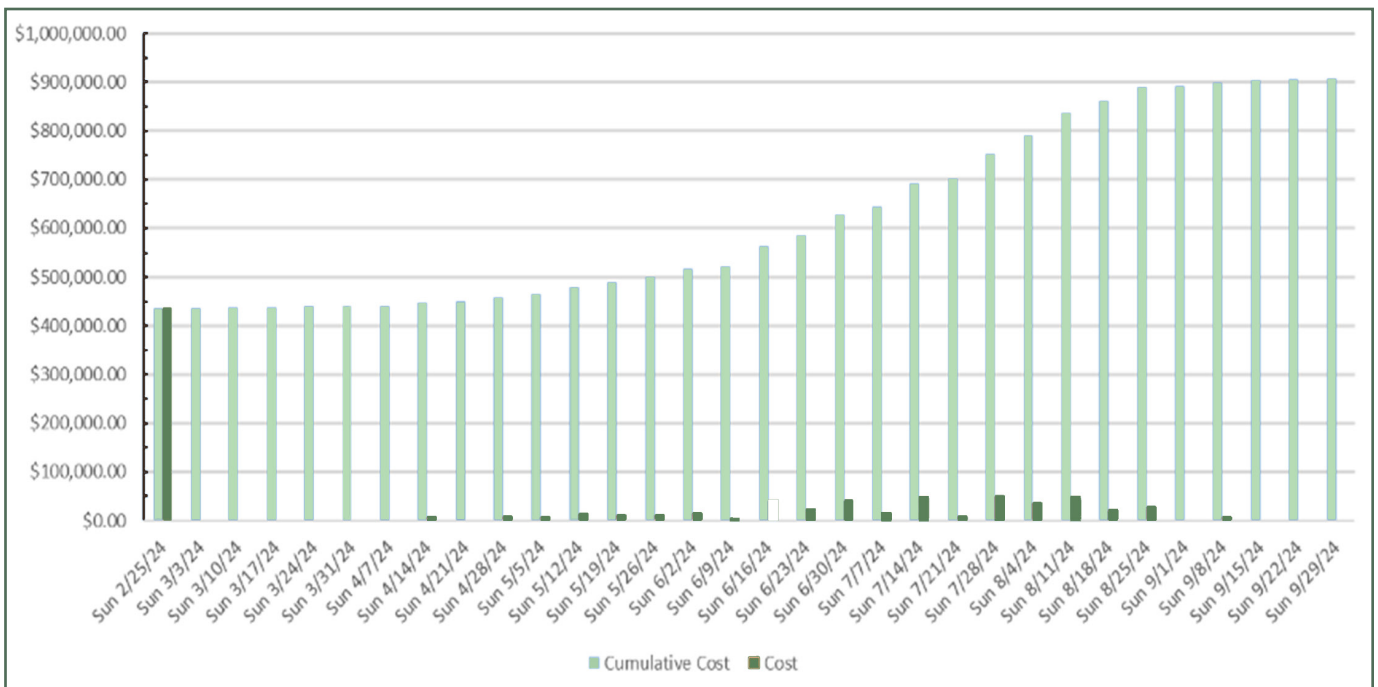
Private Capital Capability

Although Delta Design has the ability to utilize up to 20% equity share in 912 Oak Drive, we have opted to use 100% loaned capital. Namely because there is no need to use private equity when we have been approved for a loan up to 2 million dollars. DDG's funds can be used elsewhere for other investments or serve as a safety net if the project stays on market for a prolonged period.

Loan Information

Not only does Delta Design have established relationships with trades, suppliers, and realtors, we also partner with local lenders. With a loan approval of up to \$2 million with an 8.5% APR, we intend to make a total of 5 draws throughout the duration of 912 Oak Drive.

Schedule of Costs			
Task	Start	Finish	Cost
Draw 1	Fri 3/1/24		
Lot Acquisition	Fri 3/1/24	Fri 3/1/24	\$435,000.00
Permitting	Mon 3/4/24	Fri 4/12/24	\$5,853.72
Draw 2	Mon 4/15/24		
Site Work	Mon 4/15/24	Fri 5/3/24	\$17,888.56
Foundation	Mon 5/6/24	Fri 6/14/24	\$61,960.62
Draw 3	Mon 6/17/24		
Framing	Mon 6/17/24	Thu 7/11/24	\$103,478.64
Rough-Ins	Fri 7/5/24	Wed 7/17/24	\$31,947.46
Roofing	Fri 7/12/24	Tue 7/16/24	\$11,140.93
Draw 4	Thu 7/18/24		
Exterior	Thu 7/18/24	Tue 8/13/24	\$46,000.82
Insulation	Thu 7/18/24	Fri 7/19/24	\$11,206.16
Sheetrock	Thu 7/18/24	Tue 7/30/24	\$15,967.98
Millwork	Wed 7/31/24	Tue 8/6/24	\$53,233.40
Draw 5	Fri 8/2/24		
Countertops	Fri 8/2/24	Mon 8/12/24	\$21,722.70
Paint	Wed 8/7/24	Wed 8/14/24	\$5,280.59
MEP Trim	Tue 8/13/24	Thu 8/29/24	\$48,875.50
Tile Flooring/Splash	Fri 8/30/24	Thu 9/5/24	\$2,004.21
Flooring	Fri 8/30/24	Thu 9/12/24	\$15,933.10
Final Grade/Landscaping	Wed 8/14/24	Tue 8/20/24	\$11,183.00
Punchout	Fri 9/13/24	Thu 10/3/24	\$9,145.17
912 Oak Street	Fri 3/1/24	Thu 10/3/24	\$907,822.56



FINANCIALS

Risk Analysis

Operating a construction company brings on a plethora of risks. Delta Design foresees 3 key financial risks among these. First, the increase of interest rates. 2023 has seen nearly continuous rate hikes from the Fed in an attempt to curb inflation. While this has slowed the homebuilding industry at this point in time, some believe 2024 offers greener pastures. However, Delta Design must operate with a sense of realistic hopefulness. Even if rates jump higher, we will remain profitable. Second, construction costs. With the market cooling it has become easier for suppliers to catch up while also driving down demand for skilled labor. Delta Design recognizes that world events and a lack of skilled labor may also increase prices, though. Most importantly, we recognize the risk of increased time on the market. Even with nearly 3 months on the market post-construction coupled with an interest rate of 15% APR, Delta Design stands to make a profit of nearly 10%.

Sensitivity Analysis							
ROI based on days post-construction to sell & interest rate fluctuation							
	7.75%	8%	8.25%	8.5% (tgt)	9.50%	12%	15%
1 day post-finish	15.70%	15.60%	15.49%	15.39%	14.97%	13.95%	12.75%
7 days post-finish	15.58%	15.47%	15.36%	15.25%	14.82%	13.76%	12.52%
15 days post-finish	15.41%	15.30%	15.19%	15.07%	14.62%	13.52%	12.22%
32 days (tgt) post-finish	15.06%	14.94%	14.82%	14.69%	14.20%	13.00%	11.58%
49 days post-finish	14.72%	14.58%	14.45%	14.32%	13.79%	12.48%	10.95%
66 days post-finish	14.37%	14.23%	14.09%	13.94%	13.37%	11.97%	10.33%
83 days post-finish	14.03%	13.88%	13.72%	13.57%	12.96%	11.46%	9.72%

Material Fluctuation	
Increase	ROI
2%	14.02%
4%	13.35%
6%	12.68%
8%	12.02%
10%	11.36%
12%	10.72%
14%	10.08%
16%	9.45%

912 Oak Drive Project Costs			
Lot Acquisition	449k Asking	\$	435,000.00
Sticks & Bricks		\$	472,822.55
Contingency	1.5%	\$	13,617.34
Property Tax		\$	300.00
Sales Costs	6%	\$	74,994.00
Marketing Cost	1%	\$	12,499.00
Closing Costs		\$	6,000.00
Total Direct Cost:		\$	1,015,232.88
Asking Price	Markup 23.115%	\$	1,249,900.00
Interest Payed	Assuming 8.5% APR &	\$	39,721.45
Architectural Fees		\$	4,750.00
Office/Software Expenses		\$	4,207.14
Project Staffing		\$	23,342.78
Insurance		\$	2,523.55
Total Indirect Cost:		\$	74,544.92
Total Costs		\$	1,089,777.80
Net Profit		\$	160,122.20
Return on	Net Profit / Total Costs		14.69%

With total costs of 1 million dollars and a markup of 23.115%, Delta Design expects a net profit of 160,000 dollars. This equates to a 14.69% return on investment delivering a product that is \$376/sqft. With substantial lot costs associated with this project, we consider this a healthy return.

Business Model/Projections			
Projects			
Standard Homes			
Direct Costs:	(90k lot)	\$	630,064.18
Interest Payed		\$	20,702.70
Asking Price:		\$	749,990.00
	Gross Profit	\$	99,223.12
5 Houses/year		\$	496,115.58
Specialty Homes			
Direct Costs:	(435k lot)	\$	907,822.55
Interest Payed		\$	39,721.45
Asking Price:		\$	1,249,900.00
	Gross Profit	\$	302,356.01
2 Houses/year		\$	604,712.01
	Total Gross Profit/year	\$	1,100,827.59
Indirect Costs			
Architectural Fees	4750/home	\$	33,250.00
Office Expenses	3550/month	\$	42,600.00
Software	1200/month	\$	14,400.00
Project Executive	(Burdened Salary)	\$	126,036.00
Project Manager	(Burdened Salary)	\$	101,529.00
Estimator/Asst. Project	(Burdened Salary)	\$	88,692.00
General Liability Ins.	220/home/month	\$	18,480.00
Builder's Risk Ins.	180/home/moth	\$	15,120.00
Workers' Compensation	1585/year	\$	1,585.00
		\$	441,692.00
	Net Profit/year	\$	659,135.59

912 Oak Drive isn't the only project DDG builds in a year, though. To showcase our trustworthiness and reliability over time, we have included our company wide yearly projection. We foresee building 2 specialty properties, like 912 Oak Drive, and 5 standard properties. The main deviation between these projects are lot costs. Specialty projects have lot costs of \$435,000 while standard projects have lot costs of \$90,000. Having a diversified approach like this mitigates risk and allows us to touch higher ends of the market with projects like 912 Oak Drive.



Student Chapters

NAHB Student Competition Four-Year Programs: Custom Home Builder Honor Pledge

To the best of my knowledge and belief, the information used in my team's proposal for this competition adheres to the rules and guidelines of the Custom Home Builder Competition. On my honor, I have neither given nor received unauthorized assistance in the completion of this project.

Team (School) Name: Louisiana State University

Team Members:

Print Name	Signature
Colton Cowsar	<i>Colton Cowsar</i>
Meriam Beshara	<i>Meriam Beshara</i>
Blaire Favors	<i>Blaire Favors</i>
Amanda Carambat	<i>Amanda Carambat</i>

Alternate Members (Optional):

Print Name	Signature
Aya Hijazi	<i>Aya Hijazi</i>
Jonah Blair	<i>Jonah Blair</i>
Zachary Bordelon	<i>Zachary Bordelon</i>

Faculty Advisor/Coach:

Print Name	Signature
Stephanie Heumann	<i>Stephanie Heumann</i>