



The Carver Estate



Meet Our TEAM

We are the BR.I.C.K.S. Building Company!

We **Build**

We **Research**

We **Innovate** and

We integrate **Cultural Knowledge** and awareness
to **Serve** our communities.



1 EXECUTIVE SUMMARY

Greetings Executives,

B.R.I.C.K.S. Building Company has composed a prosperous proposal for a five bedroom, four-and-a-half-bathroom home located in Woodstock, Georgia lovingly called The Carver Estate. B.R.I.C.K.S. has selected the sought after 912 Oak Drive for this build, embraced by the serene shores of Lake Allatoona and nestled in the esteemed Victoria Cottages subdivision. This lot is 0.58 acres in size and will accommodate our 6,147 square foot floor plan with ease. Woodstock boasts a wide range of recreational opportunities, including parks, golf courses, and proximity to the scenic Lake Allatoona. Woodstock is an evolving city that harmoniously blends historical charm with modern amenities, making it an appealing choice for those in search of a suburban lifestyle only 25.5 miles away from Atlanta.

This project will take 225 days to complete from our initial procurement of the lot to the final closeout. Construction on the project will start on June 19, 2024, and have a completion date of January 29, 2025. By scheduling construction during these specific dates, we aim to minimize weather-related interruptions and ensure the timely completion of this project.



MISSION

Our goal at B.R.I.C.K.S. Building Company is not only a brand but an established custom home builder that values its relationship with its approved clientele to create experiences rather than just building structures. We aim to surpass expectations and establish new benchmarks in the custom home construction industry by fusing state-of-the-art technology, environmentally friendly procedures, and a highly qualified team, and A brand that only a selected few are allowed to be exposed to.

The property will be listed at \$1.5 Million, derived from a comparative analysis with other homes in the surrounding area. Through this approach, our calculations forecast a profit of \$337,606.39 with a rate of return of 22.51% after factoring in construction and hard cost, closing costs, agent fees, and other associated expenses. B.R.I.C.K.S. Building Company is a unique boutique builder that is a recognized BRAND! Unlike most builders, buyers are only able to purchase our properties IF they are approved by our established vetting procedure. What further distinguishes B.R.I.C.K.S. Building Company apart from other custom home builders is our unique approach and the exclusive clientele that we work with that has been approved by our executive committee. B.R.I.C.K.S. Building Company has a special target market niche– an approved buyers list that is all about connecting with high-end, exclusive, and established clients. With our private approved buyers list, we're not just selling homes, we are matching dreams with custom-built realities. When clients choose B.R.I.C.K.S. Building Company, they are guaranteed to have the perfect custom home building experience.

With a great rate of return, B.R.I.C.K.S. identifies that this deal fits our niche target market, aligns with our company profile, and is located in an ideal setting. This diamond in the rough deal is one that should be approved to move forward.

2 MARKET ANALYSIS

Location 2.1

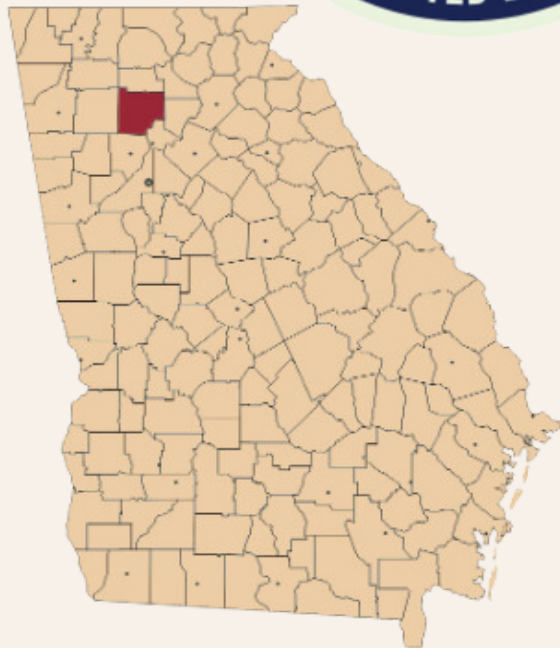
Cherokee County, situated in the northern part of Georgia, is undergoing rapid growth, and is characterized by a growing diverse population. Within this county is the city of Woodstock, a 1,129 square mile city that has seen notable expansion and development, drawing in residents who desire a suburban living experience coupled with convenient access to Atlanta's offerings. Woodstock, Georgia consistently ranks as one of the nation's top cities to live, work, and play according to the city's website. It's been recognized by various publications and organizations for its quality of life, safety, and community spirit. With over 200 dedicated employees across 9 work sectors, the city focuses on ensuring safety, progress, and continuous improvement for its residents and visitors. The city takes pride in its unique sense of community and aims to create a place that future generations will cherish.

Woodstock boasts a wide range of recreational opportunities, including parks, golf courses, and proximity to the scenic Lake Allatoona. With family-friendly surroundings, excellent schools, and a flourishing economy, Woodstock stands out as a community that caters to the housing, education, amenities, healthcare, and employment needs of its residents. New developments in the area include a Woodstock City Center and upgrades to transportation. In essence, Woodstock is an evolving city that harmoniously blends historical charm with modern amenities, making it an appealing choice for those in search of a suburban lifestyle only 25.5 miles away from Atlanta. The exact location of our proposed project will be 912 Oak Drive, Woodstock, Georgia 30189.

Economy 2.2

As of 2023, Woodstock, GA, possesses a robust median household income estimated at \$95,558/year, 4% less than the county, 33% more than the state, and 27% more than the nation, marking a notable 14% growth rate within a year. This growth is indicative of a thriving economy and an upward trajectory in the region's financial prosperity. Woodstock has a labor force of 21,816 people, with an unemployment rate of 2.9%.

The area flourishes primarily in industries centered around professional, scientific, and technical services. Moreover, the employment rate surged by 0.6% from 2022 to 2023, exemplifying a remarkable year-long economic progression. In this thriving job market, occupations include management-related roles, sales-related positions, as well as office and administrative support. The work distribution of total employees in Woodstock is 34% Blue Collar and 65% White Collar.



“One of the nation's top places to live, work, and play”

- www.woodstockga.gov

Market 2.3

Woodstock boasts thriving job markets spanning various sectors. The city's top market specifically caters to professionals in sales, office and administrative support, business administration, production, and business and financial operations ensuring not only stability but also competitive salaries. With an impressively low unemployment rate of 2.7%, below the state average of 3.4% and below the U.S average of 3.9%, our region reflects economic resilience, making it particularly attractive to those prioritizing financial security. Our target demographic is very unique and does not necessarily include current citizens of Woodstock. Our buyer profile will describe our target buyer that includes highly established and financially secure families, couples, and individuals interested in investing in

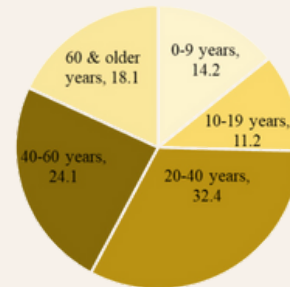
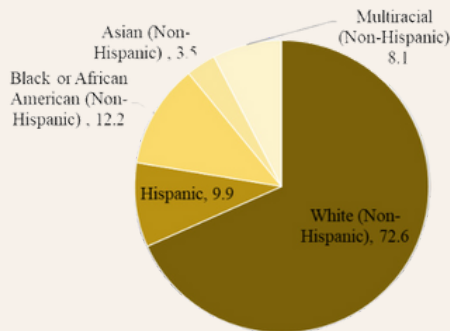
homes near 912 Oak Drive from our approved clientele list. The schools that are zoned to this location are Boston Elementary School, E.T. Booth Middle School, and Etowah High School, all within a 5-mile radius. Woodstock creates an inviting suburban atmosphere complete with quality schools, parks, and regular family-friendly events such as Summer Concerts and Musical Theatre plays. Notable outdoor spaces such as Dupree Park and Olde Rope Mill Park provide ample opportunities for recreation. Woodstock stands out as an ideal destination for those seeking stability, quality education, and a vibrant community life. It is a perfect fit for families in search of a well-rounded lifestyle in a welcoming and thriving environment.

Demographics 2.4

Nestled in the northern region of Georgia and within the Atlanta metropolitan area, Woodstock, showcases a rich tapestry of diversity, hosting a vibrant population exceeding 36,000 residents. Boasting a median age slightly above 35 years old, the county features a well-distributed age demographic that spans various stages of life. In this vibrant community, the larger portion consists of people with White heritage, yet there's an exciting rise in the presence of various ethnicities, adding to the area's dynamic and culturally diverse atmosphere. The average number of occupants per household in Woodstock, GA is approximately 2.56.

Ethnicity

The five largest ethnic groups in Woodstock, GA are White (Non-Hispanic) (71.5%), Hispanic (11.6%), Black or African American (Non-Hispanic) (10.7%), Asian (Non-Hispanic) (3.9%), and Multiracial (Non-Hispanic) (2%)



Age & Sex

The generational breakdown in Woodstock, GA are persons below the age of 9 years (14.2%), 10-19 years (11.2%), 20-40 years (32.4%), 40-60 years (24.1%), 60 and older (18.1%). Total population of 36,630 with male population making up 47.81% and female population making up 52.19%. The median age range is 36.

Education

Our location falls within the Cherokee County School District offers top-tier education. Boston Elementary School excels with an A- grade, showcasing remarkable academic progress and test scores that outshine the state average.

E.T. Booth Middle School, ranked 6th in Cherokee County, also earns an A- grade. Its test scores surpass the state average, ensuring a quality educational experience.

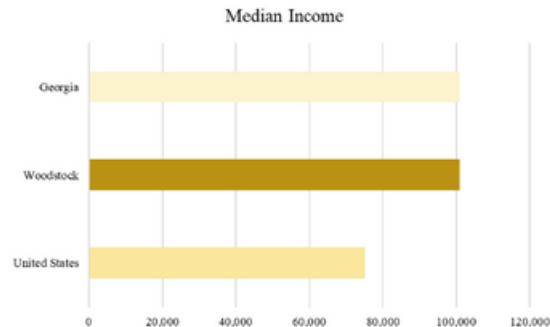
Etowah High School, the county's second-best public high school, boasts an impressive A- grade. It excels in college and career readiness, with test scores far surpassing the state average, demonstrating exceptional student performance.

Competitor Analysis 2.5

Woodstock, GA is experiencing a surge in new home construction, making it necessary to have a keen awareness of the competitive landscape. Among the primary custom home competitors building in the Woodstock area are Rezide Properties, Brighton Custom Homes, Trinity Custom Homes, Americas Home Place, and Southland to name a few.

Income

The median household income in Woodstock, GA is \$95,558. This value is 33% more than the median state income (\$64,024), 4% less than the county median income (\$99,540), and 33% higher than the median annual income for the United States (\$75,149) for 2023.



Housing Market 2.6

Georgia is generally recognized as more affordable than many other states, particularly within the southern region, making it an appealing choice for individuals and families seeking to buy homes. The state is ranked 26 in Affordability and 27 in Cost of Living in a study done by US News. A recent analysis of Zillow, Redfin, and Realtor focused on Woodstock, GA, revealed an average home value of \$435,717, marking a notable 9.2% increase in just one month. In Woodstock, the price per square footage range from \$154.15 to \$405 for dwellings ranging in 888 sq/ft to an expansive 5,656 sq/ft. Our price per square foot is \$244 with a property size of 6,147 square feet.



While the average home price in the city of Woodstock stands at \$435,717, our address at 912 Oak Drive represents an exceptional value, positioned within a prime range amidst neighboring homes appraised from 620K to 2.2 million. It perfectly aligns with the heart of Woodstock, straddling the midrange of the city's diverse real estate offerings. Within the Victoria Cottages community, homes span from 485K to 2.2 million, while square footage vary from 1,144 to 7,368 and price per square footage range from \$136 to \$382.

The surrounding area boasts an average lot value spanning from \$401,900 to \$916,000, resulting in a median lot value of approximately \$624,865. The selected lot at 912 Oak Drive, strategically situated near the waterfront, has an asking sells price of \$449,000 but due to B.R.I.C.K.S. ability to obtain the property quickly, the seller has negotiated with B.R.I.C.K.S. and willing to accept an offer of \$410,000.00. The trend in this region predominantly revolves around new construction for homes. This dynamic property market underscores the importance of staying informed about the competitive environment.

Examining selling prices, statistics indicate that 26% of homes were sold at their listed prices, while 38% sold below the initial asking price, and 36% were sold above the asking price. As of November 2023, the average time a property spends on the market is 41 days. These findings illuminate the changing dynamics of the Woodstock, GA housing market, showcasing both price growth and a surge in available homes for potential clients and sellers to consider.

Target Market

Our focus rests on an exclusive audience, affording us the opportunity to cultivate and nurture strong client relationships. Within this sphere, our clientele represents a rich tapestry of diverse backgrounds, comprising seasoned executive professionals, revered athletes, notable celebrities, and astute entrepreneurs.

What makes B.R.I.C.K.S. target market different is our exclusive clientele and specialized marketing strategy. As a boutique builder, we craft a refined experience for our clients, ensuring every step feels personalized and exceptional. Our secret weapon is an approved buyers list that consists of financially stable clients that have

interest in high-end, exclusive, and established projects. With this list, success is guaranteed – as B.R.I.C.K.S. is able to tailor each project to the needs of several approved clients.

Our forte lies in the art of curating dream homes experiences, meticulously designed and situated in prime, sought-after locations. These properties beckon individuals in pursuit of the ultimate in luxury living—an audience that values and understands the investment required for such unparalleled opulence. B.R.I.C.K.S. has developed a target market niche by only selling to our society of privately approved clients. To purchase our exquisite properties, an astute client would have to endure our well-established approval process.

Buyer Profile

Our elite clientele hails from various regions, seeking a haven away from the hustle and bustle. They embody sophistication, valuing privacy and tranquility. Ranging from seasoned professionals, athletes, celebrities to entrepreneurs, our clients cherish the serene essence of Woodstock while seamlessly blending work and home life. Their admiration for Lake Allatoona's proximity is evident. Dedicated to inclusivity, we cater to a diverse spectrum, welcoming individuals of all races, genders, sexual orientation, and family status. Understanding our clientele's specific design needs, whether it's accommodating accessibility challenges or assisting empty nesters, our clientele embodies a vibrant tapestry of preferences and requirements. Our desired clientele household income minimum is \$500,000. To acquire such clientele, we advertise on our website, through our affiliation with DELTA Airlines 360 club and American Express, private country clubs, yacht clubs, wine clubs and multi-media sites.

Residential Development 2.7

In an effort to advance growth in a manner that is both sustainable and equitable, Woodstock has curated a

Comprehensive Development Plan found on the city's website. The latest version of the Woodstock Comprehensive Plan is a five-year update to the City's Comprehensive Plan, last adopted in 2018. Since then, Woodstock has undertaken several related initiatives including the development of a Smart Technology Citywide strategy, a Sustainability Plan, and updates to its Living Center Initiatives (LCI) plans. Additionally, the City has undergone many changes stemming from new development as well as ramifications stemming from the COVID-19 pandemic including the advent of remote work policies and new travel patterns. This plan seeks to build on these initiatives and help guide the City's vision of Woodstock towards the year 2050. Due to the desirability of the region, Woodstock faces increasing and unique development pressures. Growth management should be examined in a holistic way, incorporating infrastructure and services. It is the desire of Woodstock to protect the established neighborhood character of the city from incompatible land uses and traffic, while at the same time to maintain its diversity in economy, cultures and ages. Master Planned Developments, conservation style open space subdivisions, traditional neighborhoods, mixed-use development, and other innovative development techniques are encouraged throughout the city through the guidelines presented in the Character Area descriptions within the plan.

Site Selection 2.8

Tucked away within Woodstock's breathtaking landscape, 912 Oak Drive serves as an idyllic sanctuary for professionals seeking a seamless blend of convenience and natural allure. Embraced by the serene shores of Lake Allatoona, our residence serves as a year-round haven, surpassing mere living quarters to offer a continuous panorama of natural magnificence. The unobstructed, ever-changing vistas of the lake provide a soothing and inspiring backdrop, a tranquil escape from the daily urban rush. This delightful property, nestled in the esteemed Victoria Cottages subdivision, seamlessly combines comfort and functionality.

Weather Conditions

Woodstock has a humid subtropical climate with hot summers and moderate winters. Summers are warm and muggy, with highs of 80° to 90° Fahrenheit. Fall gets progressively colder and drier with the range of temperatures between 60° and 70° Fahrenheit. Fall tends to be a drier season than summer. Winters are generally mild with sporadic blasts of cold with average temperatures ranging from the 40s to the 50s. Though uncommon, snow can fall on occasion. Spring is the second hottest month, with highs in the 50s to 70s Fahrenheit. Spring can also be the rainy season with the possibility of thunderstorms appearing during these times.

3 PRODUCT DESIGN

Exteriors 3.1

B.R.I.C.K.S. Building Company named this project The Carver Estate, which is a spacious two-story property with a basement, boasting a generous total area of 6,147 square feet with 5,447 livable square footage. Located at 912 Oak Drive in Woodstock, Georgia, this home is characterized by its impressive size and thoughtful design.

The exterior of the house exudes an elegant and inviting ambiance. The property, enriched by the soothing presence of a nearby lake, offers picturesque views, a serene atmosphere, and a private dock with access to Lake Allatoona. In the landscape along with existing trees, we plan to incorporate native Dogwood Trees and Azalea Bushes to bring color onto the site.

The property's proximity to the lake adds an extra layer of allure. Residents may enjoy water activities, serene views, and a connection with nature right at their doorstep.

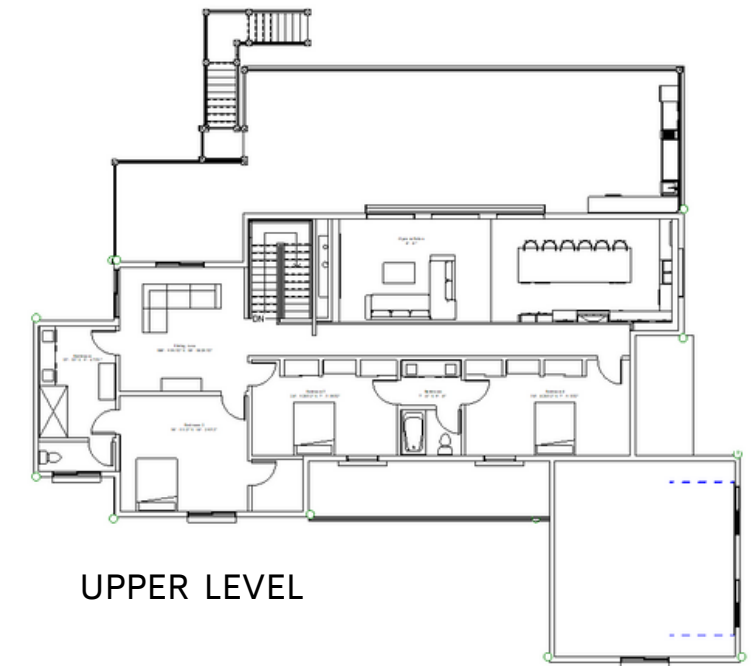
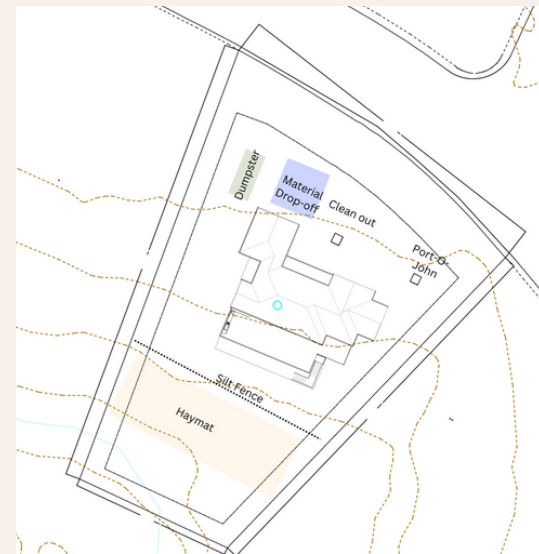


Interiors 3.2

Stepping inside, the interior is carefully laid out to maximize both comfort and functionality. The main floor features common living spaces and a modern kitchen. Large windows and glass doors capitalize on the natural light and provide seamless integration with the outdoor scenery. As well as the Master bedroom which contains a private balcony.

The five bedrooms are distributed across the two floors, providing ample space for privacy and relaxation. Attention is given to each bedroom to be well-designed with attention to detail, offering comfortable retreats for the selected occupants. The presence of multiple bedrooms suggests versatility, accommodating various needs such as guest rooms, home offices, or recreational spaces.

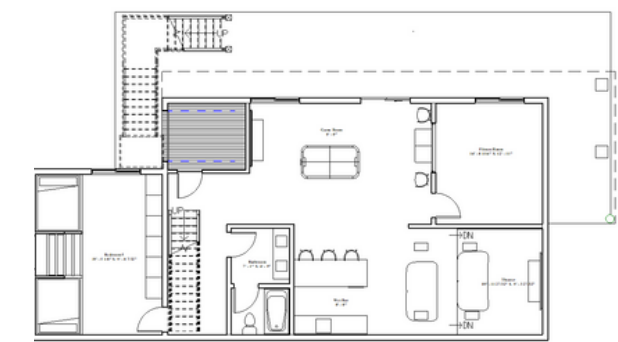
The basement becomes an extension of the living space, containing the houses additional recreational areas, a home theater, a bunk room, and a fitness center. Also, the basement area can be used as an additive storage space for fishing equipment, Christmas decorations, etc.



UPPER LEVEL



MAIN LEVEL



LOWER LEVEL

4 PROJECT MANAGEMENT

Elevated Management Methods

B.R.I.C.K.S. Building Company will strive to provide the highest quality of customer service. We will also ensure the protection of the environment by protecting the loamy soil, preventing floods, creek erosion, damage to aquatic habitats, and pollution of the local streams and lakes. To ensure we stay on schedule, within budget, and in the best interest of the community, listed below is our well-developed procedure for ensuring The Carver Estate is successful.

Team Structure

Ensuring that we remain within budget, a percentage of the project managers salary and the full salary for the superintendent will be calculated in the overhead budget for the project.

Pre-Construction Plan & Overview 4.1

Estimates, schedules, and designs for the home have been developed and can be found in this proposal. During the design phase, particular attention was paid to the creation of sustainable dwellings as well as the upkeep and preparation of this job site. Once the acquisition of the lot is inquired excavation can start. This allows the assigned superintendent and project management team enough time to get ready for a smooth and timely project launch. They will start pre-construction work and obtain the building permits. The project management team will apply for a permit from Cherokee County by submitting the required paperwork and permit fines. Copies of construction records, such as floor and foundation plans, wall and building sections, building elevations, and property line maps, are included in this.

Site Logistics & SWPPP 4.2

Site Conditions & Logistics

B.R.I.C.K.S. Building Company chose a lake front lot in a small rural community within the City of Woodstock that displays urban and metropolitan qualities. The primary soil in Cherokee County is sandy silt clay which is also known as loamy soil. Loamy soil is considered ideal for building construction due to its evenly balanced composition which makes it able to hold water at a more balanced rate and usually does not shift, expand, or shrink drastically. It also has the ability to handle the presence of a water well. Mulch or compost will be added to help improve conditions to create an even healthy soil. Land characteristics include rolling and natural topography, lake, and open slopping land.

The B.R.I.C.K.S. site logistics plans focus on optimizing work efficiency, establishing safety, reducing waste, while maintaining worker, contractor, and owner satisfaction. In order to maintain a clean and organized job site, to facilitate steady work and reduce on-site storage, a just-in-time delivery system has been implemented. Material deliveries are strategically placed near the house's front during initial construction phases, while more valuable materials are stored inside to prevent theft.

Site Management

Building materials will be stored in a common area on site to prevent any disturbance to any neighboring residential lots, so that they are easy to locate, undamaged, and easily movable. We will incorporate the following temporary facilities: bathroom facilities (Port-A-Potty), lighting, and storage so that we can maintain project efficiency. We will reduce, rectify, offset, minimize, or eliminate any adverse circumstances within the project. Neighbor relations will be maintained by ensuring the property is up kept, communicating throughout the life of the project, and holding the building crew accountable for their tidiness and respect for the site. We will create a construction site security plan, use lighting after hours, invest in proper PPE and uniforms, conduct a construction site security risk analysis, develop a theft prevention process, and invest in remote video surveillance to make certain that we preserve proper site security. The purpose of logistics operation and maintenance is to reduce waste and maximize efficiency so that we are increasing our savings and completing the job more effectively. These requirements and standards will be upheld throughout the entire project.

Stormwater Pollution Prevention Plan & Water Pollution Prevention

B.R.I.C.K.S. Building Company understands the goal of the County's Stormwater Management Plan to meet the requirements of all National Pollutant Discharge Elimination System, Stormwater Permits issued by the Georgia Department of Natural Resources Environmental Protection Division, the Metropolitan North Georgia Water Planning District Watershed Management Plan (MNGWPD). Implementing a rigid Stormwater Pollution Prevention Plan (SWPPP) will ensure B.R.I.C.K.S. Building Company, as green builders, are preventing contamination of the local water supply, which is vital. As the company constructs The Carver Estate, B.R.I.C.K.S. will ensure due diligence is done to prevent flooding, creek erosion, damage to aquatic habitat, and pollution of the local streams and lakes. The job site will incorporate a customized SWPPP approved by Cherokee County. It will consist of a silt fence, a designated driveway made for vehicles, and the permits needed. In accordance with Cherokee County's mandated pollution plans, priority will be put on daily cleanup and waste disposal to ensure worker safety and support the project's overall effectiveness and favorable outcome. The site will be fenced in, but certain long lead time items will be stored in a storage bin to ensure the protection of the product. Proper inspection and maintenance of vehicles and equipment will be conducted. The location of on-site fueling and maintenance areas will be placed away from bodies of water or runoff areas. The utilization of seeding and mulching to protect the soil surface, as well as, the utilization of sediment basins, sweep sediment from paved areas, and the usage of pavement wash water II will be implemented.

Dust Control

Safety measures will be taken to ensure dust levels are kept at a controllable level. Keeping dust at a manageable level will help prevent complications of dust particles being put into the atmosphere by construction practices. Fine particles and dust will be managed by water-spraying equipment during horizontal construction. This practice of dust control will be utilized routinely along with other safety measurements and management practices.

Sustainability 4.3

Cherokee County understands the connection between economic growth and sustainability. In addition to saving money for county and city government officials, sustainable practices like developing energy-efficient structures and using LED lighting have made residents aware of the many sustainability initiatives taking place around the county.

The construction industry has historically been linked to environmental challenges and pollution due to energy-intensive practices, resource extraction, and waste generation. Traditional construction often contributes to air, water, and soil pollution, raising concerns about sustainability. However, the B.R.I.C.K.S. sustainability principles present a transformative approach to mitigate these environmental impacts. By emphasizing energy-efficient design, renewable energy sources, and responsible material choices, B.R.I.C.K.S. aims to minimize air and water pollution associated with construction activities. The holistic approach considers the entire life cycle of a building, promoting resource efficiency and responsible land use. Notably, B.R.I.C.K.S. distinguishes itself through community engagement, prioritizing the well-being of local communities and fostering a culture of continuous improvement and innovation within the construction industry. This commitment to sustainability positions B.R.I.C.K.S. as a catalyst for change, steering the construction sector towards a greener, more environmentally responsible future.

Permits 4.4

Plans and supporting documents for building permits will be submitted to Cherokee County before any construction begins. Before the start of excavation, we will have a site meeting with the Homeowner where we will discuss House Placement and vision for the site. Control will be our first inspection. No work will be done until erosion control is established. Permits will be needed before inspections and will be stored in the onsite office.

Inspection 4.5

When it comes to inspections, they are a critical component for the success of any project. Given the county's inspection schedule, we have made sure our timelines align for all required inspections to be accounted for. We place significant emphasis on upholding the firm quality standards we have established for our work sites. This commitment ensures that inspections are conducted just once, eliminating the need for re-inspections, and preventing any delays in the project schedule.

B.R.I.C.K.S. will also conduct in-house inspections led by project managers and create a business model where student-assistant project managers will be hired, using local college construction/architecture major fellows. They are responsible for conducting comprehensive assessments of all work sites before inspections and collaborate closely with the tradesmen to allocate enough time for corrections. Assistant Project Managers ensure all required permit applications are submitted for our homes by tracking the required permits for our various jurisdictions. This assistance from our APM streamlines our permit process and helps when inspections are ready to be scheduled. Moreover, our unwavering commitment to delivering construction to the highest standard has strengthened our reputation not only with the County of Cherokee but also among the local building inspectors.

Required Inspections

- Erosion Control
- Temporary Poles
- Footing/Foundation
- Plumbing in Slab
- Concrete Floor Systems
- Bracing Inspection
- Deck Footing
- Rough Inspection
- TCP
- Insulation Inspection

Quality Assurance

A steadfast Quality Assurance plan is crucial for delivering a high-quality product that not only stands the test of time but delivers an enjoyable and comfortable living experience. A large part of the Quality Assurance Plan is the inclusion of Procore software, allowing the customer care representatives to work closely with the trade partners by doing periodic walkthroughs and checks. Also, by addressing defects before closing, we will save on overall costs and delays.

Trade Partner Procurement 4.6

As a respected local builder, we have developed contacts with trade partners in the Cheorkee County region. Furthermore, we are always looking for new partners through the Greater Atlanta Home Builders Association to guarantee that we are providing excellent work to our clients at a reasonable price. We will send out bid packackges to subcontractors for the high-ticket elements of this construction to ensure that we remain competitive in the region and that profit margins do not diminish. For challenging design-build projects, it goes without saying that the connection between contractors and trade partners is critical. Reputations are inextricably linked. As a general contractor, we understand the value of not just employing the finest trade partners, but also developing relationships with them that benefit everyone – the client, our team, and the subs.

Excavating — Armourco Inc.

Concrete — Concrete Souldions of Atlanta

Foundations — Foundation Worx

MEP — Electric Power Systems.

Millwork — Cedar Rapids Millwork, Cabinets Galore

Masonry — Masonry Dixie

Insulation — CD Insulation LLC

Flooring — Flooring Zone

Roofing — Roof Solution

HVAC — Ferguson HVAC

Framing — NDG Framing

Lumber — Brand Vaughan Lumber Company

Cameron Ashley Building Products – Cameron

Ashley Building Products

Materials & Procurement 4.7

The key to successful building projects in the fast-paced world of construction is the strategic procurement of building materials. B.R.I.C.K.S. Building Company understands how crucial it is to get premium materials in an economical, sustainable, and efficient manner. This allows the company to plan an all-inclusive material procurement strategy, which guarantees that our projects are backed by excellent materials, flawless quality, and smooth supply chains. Establishing enduring bonds with suppliers and subcontractors to facilitate smooth transitions throughout the building process. These connections result from B.R.I.C.K.S. benefiting from favorable pricing from suppliers and competitive labor rates from subcontractors for the ongoing community work performed. Also factoring in the procurement of items with lengthier lead times in their schedule will be stored in a warehouse during the project to prevent any disturbance to the public so that they are easy to locate, undamaged, and easily movable.

Safety Plan 4.8

At B.R.I.C.K.S. Building Company our safety approach focuses on minimizing hazards to provide safer projects for our employees, trade partners, clients, and the public. The vision for our approach is to drive good safety habits, demand better preplanning, and hold everyone accountable all while meeting the safety standards required by OSHA. We implement and enforce safety measures through means of technology and constant training. Each trade partner is educated about site specific safety hazards and courses of action in case of an emergency. It is our responsibility to make sure our construction crews have the proper knowledge to move around the site safely. This is why there will be training courses that will consist of safety videos and a test before any sitework begins. As minimizing safety incidents will not only maximize labor efficiency but also ensure the safety of workers on site. Every week staff meetings will be held for Toolbox talks. Superintendent and Project Managers will oversee subs and everyone on site to ensure there is proper PPE. Infractions will be documented to make sure subs follow the safety policy. This guarantees our products are delivered on time and in a high-quality manner.

All safety measures described below will be administered during the entire project. PPE (personal protective equipment) such as high visibility vests, hard hats, fall protection, and safety glasses will be mandatory at all times during the entirety of the project. Safety checks and testing of PPE will occur periodically, and all workers will have mandated safety training classes. Minimizing safety incidents will maximize labor efficiency. Indoor warming spaces and shaded areas will be implemented to protect from the weather. Hazardous conditions will be continuously monitored, and mitigation plans will be adopted, if required.



At the end of the day, our one, foundational goal is getting everyone home the same way they showed up in the morning—safe and healthy.

5 SCHEDULE

Schedule Overview 5.1

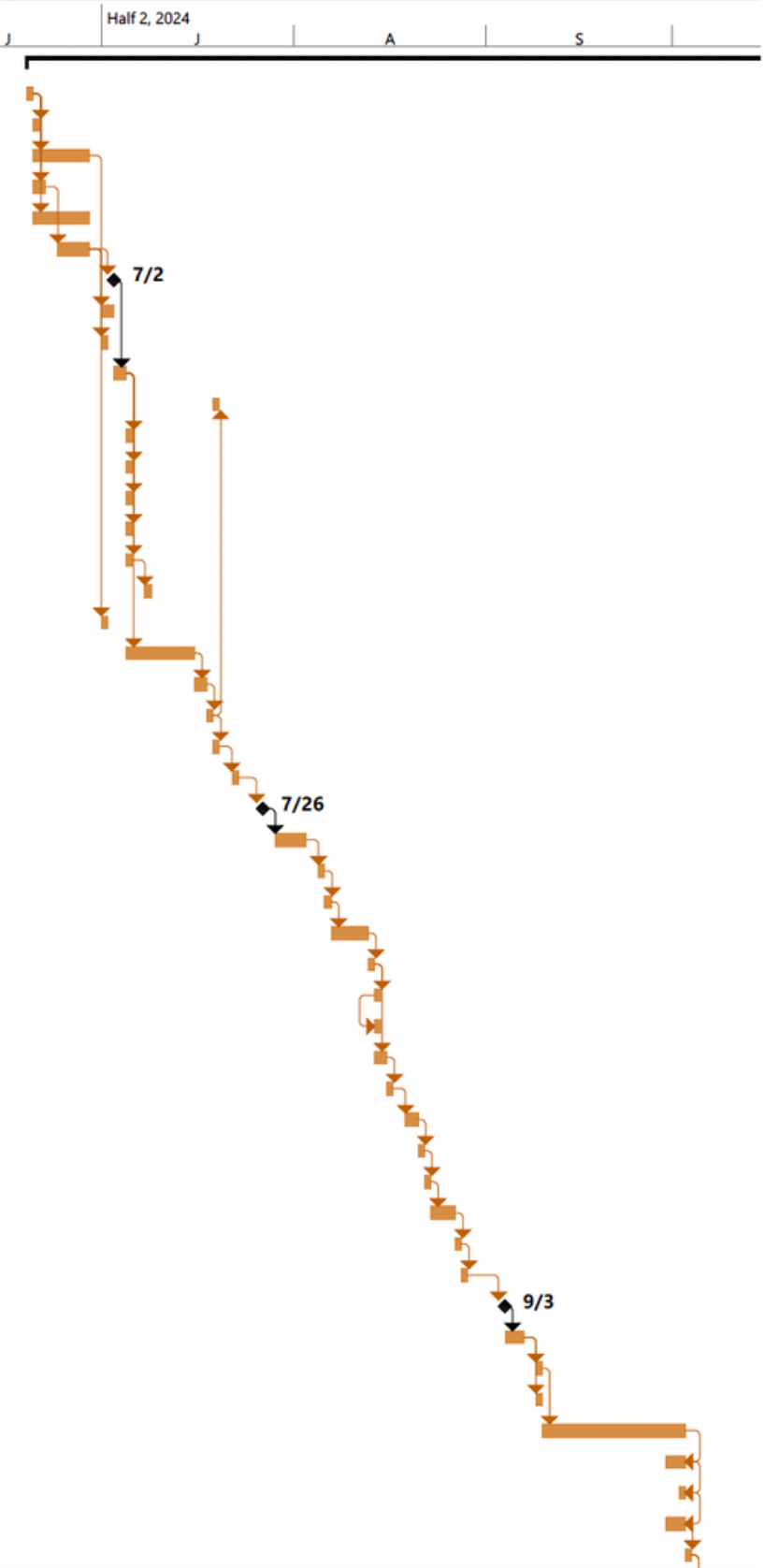
B.R.I.C.K.S. Building Company will utilize a 225-workday schedule for the ravishing Carver Estate in Cherokee County, Woodstock, Georgia. Construction begins on June 19th, 2024 and concludes on January 29th, 2025. The meticulous planning integrates seamlessly with Cherokee County's inspection schedule, aligning key construction milestones with necessary inspections.

The project timeline includes dedicated dates for acquiring county permits, ensuring all necessary documentation is in order, and managing associated fees at various stages of the construction process. This approach ensures compliance with local regulations and facilitates a smooth workflow by accounting for the time required for regulatory processes.

Throughout the process, there is a deliberate synchronization with inspection points to verify that the work meets safety and building code standards. This strategic coordination aims to prevent delays and address any compliance issues promptly.

By incorporating these elements into the schedule, the goal is to deliver a custom residential project of high quality, meeting both the client's specifications and the regulatory requirements of Cherokee County within the designated period from June 19th, 2024 to January 29th, 2025.

ID	Task Mode	Task Name	Duration	Start	Finish	Predecessors
1		Booker Estate	161 days	Wed 6/19/24	Wed 1/29/25	
2		Construction Site Meeting	1 day	Wed 6/19/24	Wed 6/19/24	
3		Job Box	1 day	Thu 6/20/24	Thu 6/20/24	2
4		Utility Permitting	7 days	Thu 6/20/24	Fri 6/28/24	2
5		County Permit	2 days	Thu 6/20/24	Fri 6/21/24	2
6		Procurement	7 days	Thu 6/20/24	Fri 6/28/24	2
7		Lot Clearing	5 days	Mon 6/24/24	Fri 6/28/24	5
8		Initial Lot Grading	2 days	Mon 7/1/24	Tue 7/2/24	7
9		Build Construction Driveway	2 days	Mon 7/1/24	Tue 7/2/24	7
10		Silt Fence	1 day	Mon 7/1/24	Mon 7/1/24	7
11		House Layout	2 days	Wed 7/3/24	Thu 7/4/24	8
12		Foundation Survey (Form Board)	1 day	Fri 7/19/24	Fri 7/19/24	22
13		Erosion Control & Setback Inspection	1 day	Fri 7/5/24	Fri 7/5/24	11
14		Site Material Drop Off	1 day	Fri 7/5/24	Fri 7/5/24	11
15		Porta Jon	1 day	Fri 7/5/24	Fri 7/5/24	11
16		Dumpster Drop Off	1 day	Fri 7/5/24	Fri 7/5/24	11
17		T-Pole Install	1 day	Fri 7/5/24	Fri 7/5/24	11
18		T-Pole Inspection	1 day	Mon 7/8/24	Mon 7/8/24	17
19		Water Tap	1 day	Mon 7/1/24	Mon 7/1/24	4
20		Excavation	7 days	Fri 7/5/24	Mon 7/15/24	11
21		Footer Excavation	2 days	Tue 7/16/24	Wed 7/17/24	20
22		Footer Formwork	1 day	Thu 7/18/24	Thu 7/18/24	21
23		B.R.I.C.K.S Footer Inspection	1 day	Fri 7/19/24	Fri 7/19/24	22
24		County Footer Inspection	1 day	Mon 7/22/24	Mon 7/22/24	23
25		Pour Footer For Basement Wall & Retaining Wall	4 days	Tue 7/23/24	Fri 7/26/24	24
26		Wall Formwork	5 days	Mon 7/29/24	Fri 8/2/24	25
27		B.R.I.C.K.S Wall Inspection	1 day	Mon 8/5/24	Mon 8/5/24	26
28		County Wall Inspection	1 day	Tue 8/6/24	Tue 8/6/24	27
29		Basement Wall Pour & Retaining wall	4 days	Wed 8/7/24	Mon 8/12/24	28
30		Wreck Formwork	1 day	Tue 8/13/24	Tue 8/13/24	29
31		Apply Damp Proofing Membrane	1 day	Wed 8/14/24	Wed 8/14/24	30
32		Backfill Basement Overcut	1 day	Wed 8/14/24	Wed 8/14/24	31SS
33		Basement Floor Formwork	2 days	Wed 8/14/24	Thu 8/15/24	30
34		Backfill Aggregate	1 day	Fri 8/16/24	Fri 8/16/24	33
35		Underslab Plumbing Rough-In	2 days	Mon 8/19/24	Tue 8/20/24	34
36		B.R.I.C.K.S Under Slab Plumbing Inspection	1 day	Wed 8/21/24	Wed 8/21/24	35
37		County Under Slab Plumbing Inspection	1 day	Thu 8/22/24	Thu 8/22/24	36
38		Slab-Prep With Reinforcements	2 days	Fri 8/23/24	Mon 8/26/24	37
39		B.R.I.C.K.S Slab Inspection	1 day	Tue 8/27/24	Tue 8/27/24	38
40		County Slab Inspection	1 day	Wed 8/28/24	Wed 8/28/24	39
41		Basement Floor Pour	4 days	Thu 8/29/24	Tue 9/3/24	40
42		Rough Grade	3 days	Wed 9/4/24	Fri 9/6/24	41
43		Framing Package Delivery	1 day	Mon 9/9/24	Mon 9/9/24	42
44		Truss Delivery	1 day	Mon 9/9/24	Mon 9/9/24	42
45		Framing	17 days	Tue 9/10/24	Wed 10/2/24	43
46		House Wrap Installation	3 days	Mon 9/30/24	Wed 10/2/24	45FF
47		Doors/Window Delivery	1 day	Wed 10/2/24	Wed 10/2/24	46FF
48		Install windows/Doors	3 days	Mon 9/30/24	Wed 10/2/24	47FF
49		B.R.I.C.K.S Framing and House Wrap Inspection	1 day	Thu 10/3/24	Thu 10/3/24	48

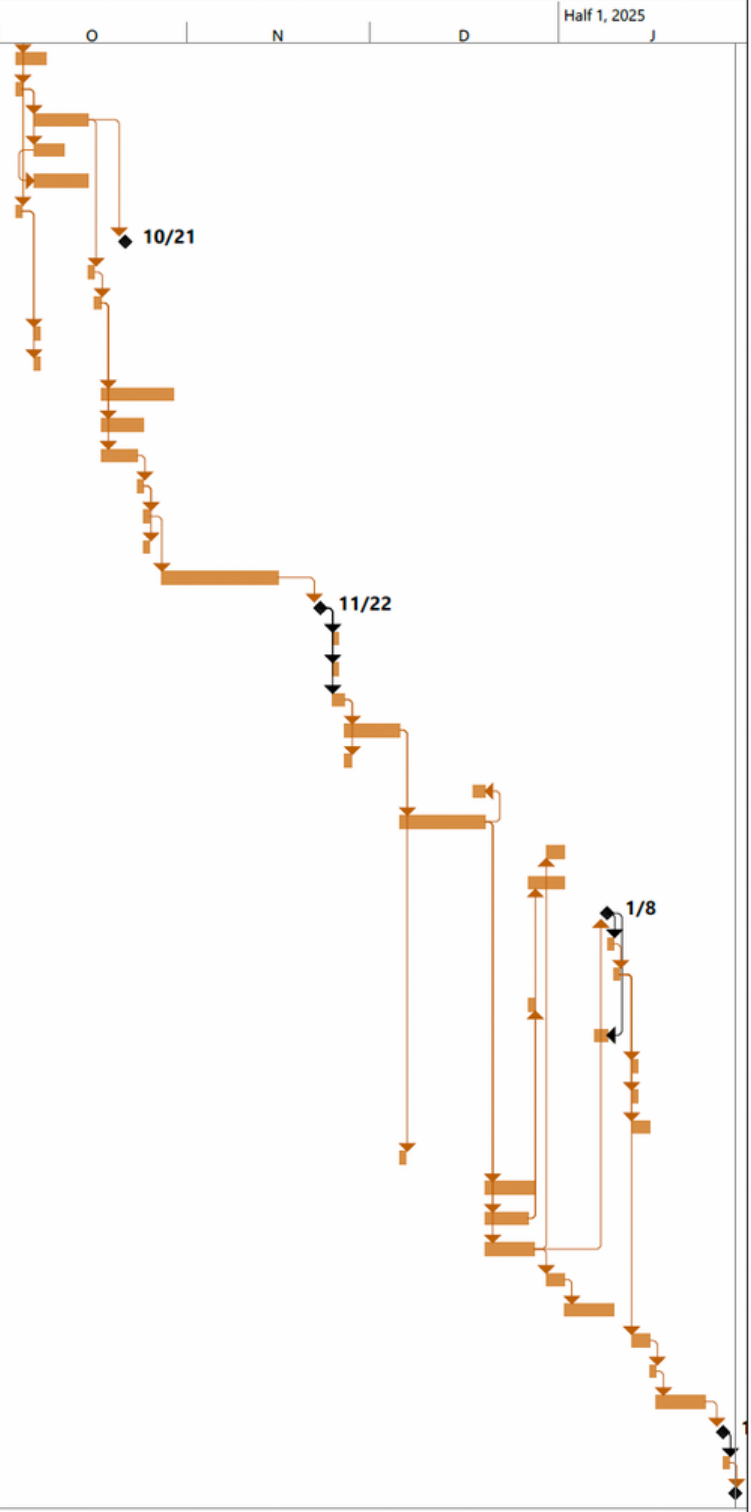


Project: Booker Estate
Date: 12/7/2023

Task	Project Summary	Manual Task	Start-only	Deadline	Progress
Split	Inactive Task	Duration-only	Finish-only	Path Predecessor Milestone Task	Manual Progress
Milestone	Inactive Milestone	Manual Summary Rollup	External Tasks	Path Predecessor Summary Task	
Summary	Inactive Summary	Manual Summary	External Milestone	Path Predecessor Normal Task	

5 SCHEDULE

ID	Task Mode	Task Name	Duration	Start	Finish	Predecessors	Half 2, 2024							Half 1, 2025
							J	J	A	S	O	N	D	J
50		Framing Punch	3 days	Fri 10/4/24	Tue 10/8/24	49								
51		Firebox For Fireplace	1 day	Fri 10/4/24	Fri 10/4/24	49								
52		Plumbing Topout	7 days	Mon 10/7/24	Tue 10/15/24	51								
53		HVAC Rough In	5 days	Mon 10/7/24	Fri 10/11/24	51								
54		Electrical Rough	7 days	Mon 10/7/24	Tue 10/15/24	53SS								
55		Roof Package Delivery	1 day	Fri 10/4/24	Fri 10/4/24	49								
56		Roof Install	4 days	Wed 10/16/24	Mon 10/21/24	52								
57		B.R.I.C.K.S Mechanical Rough-in Inspection	1 day	Wed 10/16/24	Wed 10/16/24	52								
58		Framing/MEP Inspection w/ County	1 day	Thu 10/17/24	Thu 10/17/24	57								
59		Mason Material Delivery	1 day	Mon 10/7/24	Mon 10/7/24	55								
60		Siding Delivery	1 day	Mon 10/7/24	Mon 10/7/24	55								
61		Siding Installation	8 days	Fri 10/18/24	Tue 10/29/24	58								
62		Stone Installation	5 days	Fri 10/18/24	Thu 10/24/24	58								
63		Spray Foam Insulation	4 days	Fri 10/18/24	Wed 10/23/24	58								
64		B.R.I.C.K.S Wall Insulation Inspection	1 day	Thu 10/24/24	Thu 10/24/24	63								
65		County Insulation Inspection	1 day	Fri 10/25/24	Fri 10/25/24	64								
66		Sheetrock Delivery	1 day	Fri 10/25/24	Fri 10/25/24	64								
67		Sheetrock Hang	15 days	Mon 10/28/24	Fri 11/15/24	65								
68		Sheetrock Finish	5 days	Mon 11/18/24	Fri 11/22/24	67								
69		Interior Trim Package Delivery	1 day	Mon 11/25/24	Mon 11/25/24	68								
70		Paint Package Delivery	1 day	Mon 11/25/24	Mon 11/25/24	68								
71		Cabinet Install	2 days	Mon 11/25/24	Tue 11/26/24	68								
72		Install Interior Trim	7 days	Wed 11/27/24	Thu 12/5/24	71								
73		Countertop Template	1 day	Wed 11/27/24	Wed 11/27/24	71								
74		Countertop & Undermount Sink Install	2 days	Wed 12/18/24	Thu 12/19/24	75FF								
75		Primer Paint	10 days	Fri 12/6/24	Thu 12/19/24	72								
76		HVAC Trim-Outs	3 days	Mon 12/30/24	Wed 1/1/25	89								
77		Plumbing Finish	4 days	Fri 12/27/24	Wed 1/1/25	88								
78		Electric Trim-Outs	8 days	Mon 12/30/24	Wed 1/8/25	89								
79		Permanent Power Inspection	1 day	Thu 1/9/25	Thu 1/9/25	78								
80		Install Electric Meter	1 day	Fri 1/10/25	Fri 1/10/25	79								
81		Appliance Package Delivery	1 day	Fri 12/27/24	Fri 12/27/24	88								
82		Appliance Installation	2 days	Tue 1/7/25	Wed 1/8/25	78FF								
83		HVAC Startup	1 day	Mon 1/13/25	Mon 1/13/25	80								
84		Firebox Finish & Testing	1 day	Mon 1/13/25	Mon 1/13/25	80								
85		Hot Punch	3 days	Mon 1/13/25	Wed 1/15/25	80								
86		Tile Delivery	1 day	Fri 12/6/24	Fri 12/6/24	72								
87		Tile Install	6 days	Fri 12/20/24	Fri 12/27/24	75								
88		LVP Install	5 days	Fri 12/20/24	Thu 12/26/24	75								
89		Carpet Install	6 days	Fri 12/20/24	Fri 12/27/24	75								
90		Final Grade	3 days	Mon 12/30/24	Wed 1/1/25	89								
91		Sod/Landscaping	6 days	Thu 1/2/25	Thu 1/9/25	90								
92		Rough Clean	3 days	Mon 1/13/25	Wed 1/15/25	80								
93		B.R.I.C.K.S Punch Walk	1 day	Thu 1/16/25	Thu 1/16/25	92								
94		Final Punch Out	6 days	Fri 1/17/25	Fri 1/24/25	93								
95		Building Final Inspection	1 day	Mon 1/27/25	Mon 1/27/25	94								
96		Certificate of Occupancy	1 day	Tue 1/28/25	Tue 1/28/25	95								
97		Settlement With Homeowner	1 day	Wed 1/29/25	Wed 1/29/25	96								



Project: Booker Estate
Date: 12/7/2023

Task		Project Summary		Manual Task		Start-only		Deadline		Progress	
Split		Inactive Task		Duration-only		Finish-only		Path Predecessor Milestone Task		Manual Progress	
Milestone		Inactive Milestone		Manual Summary Rollup		External Tasks		Path Predecessor Summary Task			
Summary		Inactive Summary		Manual Summary		External Milestone		Path Predecessor Normal Task			

6 ESTIMATE

Estimate Overview 6.1

The Carver Estate outlines a financing structure with a loan amount of \$1,125,000. This loan is allocated to cover the total construction cost, which is detailed at \$1,011,737.36. The construction cost includes expenses related to materials, labor, permits, and other project-related expenditures.

In addition to the construction cost, the estimate accounts for interest on the loan, amounting to \$42,656.25. This represents the cost of borrowing funds over the course of the project's duration.

The projected profit for the construction project is outlined at \$337,606.39. This profit margin reflects the anticipated return on investment for the project, providing a financial incentive for undertaking the residential construction.

By breaking down the estimate into these components—loan amount, construction cost, interest, and profit—the detailed financial overview helps stakeholders understand the financial structure and expectations associated with the residential construction project. It enables better financial planning and decision-making throughout the construction process.

Builder	The B.R.I.C.K.S
Lot	115
Subdivision	Victoria Cottages
Street Address	912 Oak Dr
Water	Public, Cherokee County Water and Sewer
Sewer	Septic
Power	Cobb EMC

Square Footage	6,147	Total Cost	\$ 1,011,737.36	Cost Per Square Foot	173	Lot Size	0.58 Acres
Description		Cost Estimate		Real Numbers			

HARD COSTS

Land	\$410,000
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I. Fees & Engineering	MATERIAL PRICE	QUANTITY	UOM	TOTAL
A. Building Permit Fees				\$ 8,829.58
Site Plan	400	1	ea	\$ 400.00
Peric Test	900	1	ea	\$ 900.00
general Conditions	4500	1	ea	\$ 4,500.00
Septic Permit	600	1	ea	\$ 600.00
B. Impact Fees				\$ 3,268.30
Admin Fee	592.78	1	ea	\$ 592.78
Fire	132.78	1	ea	\$ 132.78
Library	124.78	1	ea	\$ 124.78
Parks	1,685.83	1	ea	\$ 1,685.83
Roads	172.07	1	ea	\$ 172.07
Sheriff	42.38	1	ea	\$ 42.38
PSF	17.72	1	ea	\$ 17.72
Water Tap	500	1	ea	\$ 500.00

II. Foundation

A. Site Layout				\$ 3,610.00
Porta Jon	130	7	months	\$ 910.00
Dumpster	450	6	ea	\$ 2,700.00
B. Sitemwork (per Quote)				\$ 48,708.00
Lot Clearing	10,000	1	acre	\$ 10,000.00
Initial Lot Grading	2,000	1	ea	\$ 2,000.00
Gravel Entrance	1,250	2	ea	\$ 2,500.00
Erosion Control	1,200	1	ea	\$ 1,200.00
House Layout/Surveying	900	1	ea	\$ 900.00
Dampproof Basement Wall	4	1627	sf	\$ 6,508.00
Backfill Basement Overcut	850	1	ea	\$ 850.00
Rough Final Grade	130	4	hrs	\$ 520.00
Septic System Install	20,730	1	ea	\$ 20,730.00
Run Waterline to Tap	3,500	1	ea	\$ 3,500.00
C. Footings / Basement Wall / Basement Slab Material				\$ 7,259.96
Rebar Chairs	0.8	34	ea	\$ 27.20
Rebar - 20' Stick	15	25	ea	\$ 375.00
Wire Mesh 6x6 150' Roll	180	18	ea	\$ 3,240.00
Grade Stakes	23	4	ea	\$ 92.00
10 Mil Poly - 16'X100' Roll	83	8	ea	\$ 664.00
J-Bolts	0.9	9	box	\$ 8.10
Washers For Bolts	0.4	9	box	\$ 3.60
Forms for Footings/Slab - BUDGET	2,850	1	job	\$ 2,850.00
D. Footings / Basement Wall / Basement Slab Concrete Material				\$ 34,680.00
Footings Concrete	210	27	cy	\$ 5,670.00
Footings Concrete Pump	1,190	1	ea	\$ 1,190.00
Poured 9' Basement Wall Concrete	210	54	cy	\$ 11,340.00
Basement Wall Pump	1,190	1	ea	\$ 1,190.00
Basement Slab Concrete	210	30	cy	\$ 6,300.00
Basement Slab Pump	1,190	1	ea	\$ 1,190.00
Driveway Concrete	6	1300		\$ 7,800.00
E. Footings / Basement Wall / Basement Slab Labor				\$ 47,789.87
D1. Footings Labor			NOTE	
Footings Excavation - BUDGET	1.17	221	#	\$ 258.57
Prep Footings - BUDGET	1.57	221	#	\$ 346.97
Pour Footings - BUDGET	1.63	221	#	\$ 390.23
D2. Basement Wall Labor			NOTE	
Basement Wall Formwork & Prep - BUDGET	3.8	221	#	\$ 839.80
Pour Basement 9' Wall / Wreck Forms - BUDGET	14.5	221	#	\$ 3,204.50
D3. Basement Slab Labor			NOTE	
Basement Slab Gravel - BUDGET	0.97	1,602	sqft	\$ 1,553.94
Prep Basement Slab Poly & Rebar - BUDGET	1.63	1,602	sqft	\$ 2,611.26
Basement Slab Formwork - BUDGET	1.38	1,602	sqft	\$ 2,210.78
Pour & Finish Basement Floor - BUDGET	1.82	1,602	sqft	\$ 2,915.64
Prep Basement Patio - BUDGET	1.57	1,602	sqft	\$ 2,515.14
Pour & Finish Basement Patio - BUDGET	1.63	1,602	sqft	\$ 2,611.26
Retaining Wall	15000	1	ea	\$ 15,000.00
Driveway Turnkey	6	1,300	sqft	\$ 7,800.00
Patio Turnkey	6	787	sqft	\$ 4,722.00
F. FOUNDATION SURVEY				\$ 1,350.00
Foundation Survey Drafting	1,350	1	ea	\$ 1,350.00

ESTIMATE 01 OF 04

III. DRIED-IN						
A. Framing Package						\$ 31,304.05
2"x6" Studs, 16" OC	2.9	1,002	sqft	\$ 4,845.50		
2"x4" Studs, 16" OC	2.3	3845	sqft	\$ 8,843.50		
Engineered Floor Truss Package	1.82	3845	sqft	\$ 6,967.90		
Engineered Roof Truss Package	2.77	3,905	sqft	\$ 10,818.85		
B. Framing Labor						\$ 37,863.22
Wall Framing	3	6,147	sqft	\$ 18,441.00		
Floor Trusses	1.82	3845	sf	\$ 6,997.90		
Roof Trusses	2	3,905	sqft	\$ 7,810.00		
Housewrap Turnkey	0.68	2374	sqft	\$ 1,614.32		
Install Windows/Doors (per Plan)	50	60	ea	\$ 3,000.00		
Deck Turnkey	19	1177.4	sqft	\$ 22,370.60		
C. Floor Truss Package						\$ 6,618.00
Floor Trusses (per Quote)	6,618	1	ea	\$ 6,618.00		
D. Roof Truss Package						\$ 12,489.00
Roof Trusses (per Quote)	12,489	1	ea	\$ 12,489.00		
E. Roofing Material						\$ 10,908.20
Roof Shingles	3.2	1,561	sqft	\$ 4,995.20		
Roof Underlayment	3	1,561	sqft	\$ 4,683.00		
Drip Edge	2.5	492	lf	\$ 1,230.00		
F. Roofing Labor						\$ 1,183.20
Install Roof Shingles	11	36	squares	\$ 396.00		
Install Drip Edge	1.6	492	lf	\$ 787.20		

IV. EXTERIOR

A. Exterior Doors and Windows Package						\$ 12,060.00
Exterior Windows & Doors Package w/ Screens (per Quote)	670	18	ea	\$ 12,060.00		
B. Siding Package Material						\$ 6,884.69
Siding (per Color Selection Packet)	2.9	2374	sqft	\$ 6,884.69		
C. Siding Labor						\$ 9,970.80
Install Siding (per Plan)	4.2	2374	sqft	\$ 9,970.80		
D. Stone Material						\$ 14,678.40
Stone (per Color Selection Packet)	7.5	900	sqft	\$ 7,200.00		
Mortar (per Color Selection Packet)	7.79	900	sqft	\$ 7,478.40		
E. Stone Labor						\$ 48,720.00
Install Stone on Wall Face (per Plan)	35.75	900	sqft	\$ 34,320.00		
Clean Stone	15	900	sqft	\$ 14,400.00		
E. Gutters & Downspouts Labor						\$ 4,842.70
Install Gutters (per Color Selection Packet)	8.65	340	lf	\$ 2,941.00		
Install 2stry Downspouts (per Color Selection Packet)	8.65	198	lf	\$ 1,712.70		
Gutter Splash Guards (per Color Selection Packet)	21	9	ea	\$ 189.00		
F. Rear Porch Material						\$ 1,080.00
Porch Columns (per plan)	60	18	ea	\$ 1,080.00		
G. Rear Porch Labor						\$ 1,620.00
Porch Columns Install (per plan)	90	18	ea	\$ 1,620.00		
H. Termite Bait System						\$ 400.00
Install Termite Systems	400	1	ea	\$ 400.00		

V. MECHANICALS & DISTRIBUTION SYSTEMS

A. Plumbing Slab Rough-In						\$ 967.00
Install Waterline in Slab	130	1	ea	\$ 130.00		
Rough Fixtures in Slab	279	3	ea	\$ 837.00		
B. Plumbing Top-out						\$ 5,290.00
Rough 2 Story Fixtures	475	10	ea	\$ 4,750.00		
Tub Waste & Overflow	96	5	ea	\$ 480.00		
Set Shower-Strainer	12	5	ea	\$ 60.00		
C. Plumbing Finish						\$ 7,251.00
Finish 2 Story Fixtures	475	10	ea	\$ 4,750.00		
Lavatory Finish	61	5	ea	\$ 305.00		
Master Shower Enclosure	1675	1	ea	\$ 1,675.00		
Water Heater Stand	66	1	ea	\$ 66.00		
Kitchen Faucet (per Color Selection Packet)	120	1	ea	\$ 120.00		
Bathroom Faucet (per Color Selection Packet)	67	5	ea	\$ 335.00		
D. HVAC Rough-In						\$ 14,136.78
Install A/C Unit & Heat pump systems (per Tonnage Req.)	12467	1	ea	\$ 12,467.00		
Caulk & Seal	0.1	6,147	sqft	\$ 614.70		
Vent Bath Fans	150	5	ea	\$ 750.00		
Vent Clothes Dryer	305	1	ea	\$ 305.00		
E. HVAC Finish & Startup						\$ 900.00
Startup / Testing	900	1	ea	\$ 900.00		

ESTIMATE 02 OF 04

F. Duct Blast/Blower Door Testing						\$ 1,100.00
Duct Blast	550	1	ea	\$ 550.00		
Blower Door Test	550	1	ea	\$ 550.00		
G. Temporary Power Pole						\$ 800.00
Temporary Power Install	400	1	job	\$ 400.00		
Temporary Power Usage	100	4	months	\$ 400.00		
H. Electrical Rough-In						\$ 21,140.00
Heated Area	3	5447	sqft	\$ 16,341.00		
Permanent Underground Service	1100	1	ea	\$ 1,100.00		
Service Disconnect	150	2	ea	\$ 300.00		
Basement Recept Drop (Per Specs)	53	21	ea	\$ 1,113.00		
TV (Per Specs)	34	9	ea	\$ 306.00		
Chime (Per Specs)	48	1	ea	\$ 48.00		
Install Bath Fans	42	5	ea	\$ 210.00		
Ceiling Fan Pre Wire	9	13	ea	\$ 117.00		
Microwave Circuit	13	1	ea	\$ 13.00		
Dryer Circuit (Per Specs)	90	1	ea	\$ 90.00		
Water Heater Circuit (Per Specs)	72	1	ea	\$ 72.00		
Range Circuit (Per Specs)	102	1	ea	\$ 102.00		
Condenser Unit (per Tonnage Req.)	128	1	ea	\$ 128.00		
Sub Panel	1200	1	ea	\$ 1,200.00		
I. Electrical Finish						\$ 13,639.00
Electrical Finish - Heated Area	2	5,447	sqft	\$ 10,894.00		
Service Disconnect	100	2	ea	\$ 200.00		
110 Basement Drops (Per Specs)	24	33	ea	\$ 792.00		
TV (Per Specs)	23	9	ea	\$ 207.00		
Phone (Per Specs)	19	8	ea	\$ 152.00		
Chime (Per Specs)	32	1	ea	\$ 32.00		
Install Ceiling Fan	75	13	ea	\$ 975.00		
Water Heater Circuit (Per Specs)	48	1	ea	\$ 48.00		
Dryer Circuit (220V)	60	1	ea	\$ 60.00		
Range Circuit (220V)	60	1	ea	\$ 60.00		
Condenser Unit (per Tonnage Req.)	84	1	ea	\$ 84.00		
Sub Panel - Basement	135	1	ea	\$ 135.00		
J. Temp to Perm / Hotcheck						\$ 700.00
Temp to Perm	350	2	job	\$ 700.00		
K. Light Fixture Package						\$ 1,509.17
Smoke Alarm	20.99	5	ea	\$ 104.95		
Carbon M/Smoke Combo w/ Battery Back up	72	3	ea	\$ 216.00		
Keyless Light & Bulb	20	1	ea	\$ 20.00		
Door Bell Chime Kit	27.98	1	ea	\$ 27.98		
LED Bulbs	5.99	76	ea	\$ 455.24		
Garage Door Light	40	4	ea	\$ 160.00		
Front Door Light (per Color Selection Packet)	6	4	ea	\$ 24.00		
Rear Door Light (per Color Selection Packet)	6	4	ea	\$ 24.00		
Flush Mount Light	4.5	26	ea	\$ 117.00		

7 MARKETING STRATEGY

Marketing Plan 7.1

At B.R.I.C.K.S. Building Company, our marketing strategy is different from the average custom home builder due to our elite clientele and approval process. B.R.I.C.K.S. is a boutique builder that has a selection process (described below) for its potential buyers. Our properties are priced at 1 million and above in luxury neighborhoods located in Georgia, Florida, and Alabama. To garner the soulmate client, we advertise on our website, through our affiliation with DELTA Airlines 360 club and American Express, private country clubs such as Woodmont Golf and Country Club, Canton Golf Club and Commerce Club of Atlanta, yacht clubs such as Allatoona yacht club, wine clubs and multi-media sites.

Sales Strategy 7.2

B.R.I.C.K.S. Building Company has a unique sales strategy. As an exclusive high-end boutique builder, we primarily serve seasoned professionals, athletes, celebrities and entrepreneurs. B.R.I.C.K.S. has a selective client approval process for potential customers. In order to obtain a B.R.I.C.K.S. property, potential clients must go through an interview process, have financial approval, and be willing to be patient with the building process as our custom houses are constructed only after an approved client is selected.

The Process is as follows:

Step 1 – Fill out request for approval

Step 2 – If the request is approved, an interview with stakeholders will be scheduled.

Step 3- If Stakeholders agree on a potential candidate, then preliminary financial approval for 1.5 million must be provided.

Step 4 – When a custom build project becomes available in the client's desired area, the client will have a chance to bid on the property.

Step 5- If a client's bid is successfully accepted then the client will be expected to provide 20% of the sales value to be held in escrow.

Step 6 – If the buyer prefers to make design changes, then an upgrade fee will be charged per change. The full fee for upgrades will be expected upon approval and will be held in escrow.

Note: If the client for any reason is no longer able to purchase the approved property, then the downpayment and upgrade fees are forfeited.

Evaluating the local housing market, The Carver Estate located at 912 Oak Drive is a high-quality home at a competitive price point and sweet spot in the market. Designing a home with a 6,147 finished square footage while including a finished basement enables us to cater to the needs of our well-established clientele in Woodstock and the surrounding areas. Given the desire to live in the highly coveted Victoria Cottages neighborhood, along with our private approved selection of homebuyers, we are confident that the site selection and the building product will be highly sought after.

Recognizing that our home design targets a different market than the existing new production home construction, it's essential that our pricing reflects this distinction while still staying competitive. Based on our market study and our evaluation of our sale price scenarios, we are valuing the home at \$1.5 Million, equating to \$ 244.02 per sq ft, and \$ 164.59 construction sq ft including the potential profit margin of 22.51%. This pricing strategy enables us to maintain competitiveness in the 30189 market while also ensuring our goal of providing a home that allows the homeowner to build equity at a sustainable rate.

SELLING PRICE		SELLING PRICE	
PRICE/SQ-FT. Comparison		(ASSUMING SALE AT 69% -Sheet Rock)	
SALE PRICE	Price/Sq. Ft	NET PROFIT	GROSS PROF. %
\$1,300,000	\$211.49	\$137,606.39	10.59%
\$1,400,000	\$227.75	\$237,606.39	16.97%
\$1,500,000	\$244.02	\$337,606.39	22.51%
\$1,600,000	\$260.29	\$437,606.39	27.35%
\$1,700,000	\$276.56	\$537,606.39	31.62%

Woodstock is currently down seven percent in housing sales, and the average home stays on the market for 41 days (about one and a half months).

Sales Overview 7.3

As a well-established custom home building company, B.R.I.C.K.S. outlines our strong reputation for providing excellent properties as we design to engage our relationship with our approved and potentially approved clients. B.R.I.C.K.S. Building Company markets our properties through a bidding process with approved clients. Each approved client that lists the area of the potential build location will receive a request to a bid package that will include the proposed site location and topo along with a schematic design plan and site plan. A Virtual Reality experience will be available to create an interactive experience that enables approved clients to examine property lots, architectural design and proposed finishes. The minimum bid price will be listed, and clients will be able to turn in a bid form with the proposed sales price and any requested upgrades. Beyond the visual components, the scope includes customer service, in-person showings following the winning bid and during the construction phase and creating visual representations for design discussions with approved clients. B.R.I.C.K.S. Building Company welcomes inquiries from approved parties regarding all of these requirements, modifications, and questions.

Exit Strategy

Despite our desire to sell our lovely Carver Estate to our approved clients, our company is conscious of the market's volatility and ever-changing nature. In the case of a market crash or a default buyer, B.R.I.C.K.S. Building Company will consider listing the property on MLS or selling to regional investors like Standard Wealth Management and Goodwin Investment Advisory, only after all approved bids have been exhausted. If that strategy proves unsuccessful, then our company will contemplate hiring a management company to explore a rent-to-own option or for rental event purposes to be used in the entertainment industry for movies and videos, weddings, etc.

Sales & Marketing Cost

In order to effectively reach and interact with a very specific and affluent audience, B.R.I.C.K.S. will produce an intriguing 30-second commercial in collaboration with expert drone photographers, who usually charge by the hour or by the day. Depending on the skill and level of service provided by the photographer, the hourly rate might range from \$50 to \$500. Some photographers also charge by the image. The next stage of our clientele's advertising will focus on virtual reality (VR) headsets. These can be purchased at a range of prices, with the costliest variants occasionally costing close to \$1,000.

8 FINANCIALS

Cash flow & loan Information

8.1

While leveraging our extensive construction experience at B.R.I.C.K.S. Building Company, we have cultivated strong partnerships with local banks. This has enabled us to implement a construction loan strategy involving an 85% loan on the property's appraised value. This approach strategically positions us to effectively manage our financial commitments. The Carver Estates property at 912 Oak Drive has been approved for a loan of \$1.25 Million, valued at \$1,011,737.36, with a competitive 6.5% APR.

Given the accruing interest, it is crucial to adhere to our targeted sales timeline between January '25 and April '25. This timeline is designed to optimize the project's profitability by ensuring a timely and lucrative sale.

Schedule of Cost 8.2

The B.R.I.C.K.S. Building Company plans to purchase \$410,000 of land on June 18th, 2024. Once the contract is agreed upon, the land development begins June 19th, 2024 then will move into the rest of the construction process to have the projected completion date of January 29th, 2025. This schedule was set up to give B.R.I.C.K.S. Building Company's construction crew a five-day work week in order to meet each of the projected dates for phases of the project. For every milestone we calculated the percentage of the project that will be completed while also seeing the cost of every milestone. Through construction, we have found that our total for the lot acquisition and construction process will equal \$1,030,737.36.

Task (Milestones)	% Complete	% Dif.	Date of Completion	Task Cost
Project Begins	0%	N/A	19-Jun-24	\$440,703.88
Grade	5%	5%	13-Aug-24	\$12,520.00
Foundation Complete	15%	10%	8-Aug-24	\$108,075.77
Framing Complete	35%	20%	10-Sep-24	\$72,622.00
Dry-in	43%	8%	30-Sep-24	\$71,198.40
Rough In	50%	7%	1-Oct-24	\$41,656.89
Sheet Rock/Ext. Siding	65%	15%	14-Nov-24	\$116,456.50
Trim, Cabinetry, Paint	75%	10%	14-Nov-24	\$87,691.20
Mechanical	89%	14%	2-Jan-24	\$35,301.17
Flooring	96%	7%	10-Dec-24	\$25,511.55
Final Grade/ Punchout	100%	4%	29-Jan-24	\$97,176.00
			Total Cost	\$1,011,737.36

Total Direct Cost 8.3

Lot Acquisition - \$410,000
 Construction - \$601,737.36
 Total Direct Cost - \$1,011,737.36

Targeted Sales 8.4

Sale Date – January 5th, 2025
 Sale Price – 1.5 Million
 Total Direct Cost - \$1,011,737.36
 Net Profit – \$337, 606.39

Sensitivity Analysis

DATE SOLD		
<i>(ASSUMING SALE AT \$1,500,000, 6.5% APR)</i>		
DATE	NET PROFIT	GROSS PROF.%
1/29/2025	\$337,606.39	22.51%
2/28/2025	\$331,512.64	22.10%
3/28/2025	\$325,418.89	21.69%
4/29/2025	\$319,325.14	21.29%
5/29/2025	\$313,231.39	20.88%

FLUCTUATION IN CONSTRUCTION COSTS		
<i>(ASSUMING SALE AT \$1,500,000, 6.5% APR)</i>		
COST VARIANCE	NET PROFIT	GROSS PROF. %
Increase 10%	\$236,432.65	15.76%
Increase 5%	\$287,019.52	19.13%
Base Cost	\$337,606.39	22.51%
Decrease 5%	\$388,193.26	25.88%
Decrease 10%	\$438,780.13	29.25%

FLUCTUATION IN INTEREST RATES		
<i>(ASSUMING SALE AT \$1,500,000, IN 12 MONTHS)</i>		
INT. RATE	NET PROFIT	GROSS PROF. %
4.00%	\$354,012.64	23.60%
5.50%	\$344,168.89	22.94%
6.50%	\$337,606.39	22.51%
7.50%	\$331,043.89	22.07%
10.00%	\$314,637.64	20.98%

* The loan amount is more than the construction cost to allow for possible fluctuations during the construction period. The loan is 85% of the appraised value of the property.

Risk Analysis

Recognizing the escalating instability in the housing market marked by factors (inflation, interest rate fluctuations, etc.), B.R.I.C.K.S. Building Company is cognizant of the associated risks with our current build. To address these concerns, we have conducted a comprehensive analysis and fine-tuned our financials to align with the evolving market conditions. Our assessment has particularly focused on three key risks: Date Sold, Fluctuation in Construction Costs, and Fluctuation in Interest Rates.

Date Sold: Our marketing strategy will allow us to entice clients during the construction period, allowing us to sell the home quickly. Clients will be able to lock in their 60-day mortgage rate as early as the projected completion date January 29th, 2025.

Construction Costs: The fluctuations in construction cost show the potential profit margins of this home build. Factoring in the changes in cost that could occur.

Interest Rates: With interest rates fluctuating as well due to changes in the economy, the chart shows how the change in interest rates can affect profit margins.

Interest Schedule 8.5

1-Sep-24		\$787,500.00	20.00%	\$9,750.00
1-Oct-24		\$1,012,500.00	20.00%	\$15,234.38
1-Nov-24		\$1,125,000.00	10.00%	\$21,328.13
1-Dec-24				\$21,328.13
1-Jan-25				\$21,328.13
1-Feb-25	-			\$21,328.13
1-Mar-25	-			\$21,328.13
1-Apr-25	-			\$21,328.13
1-May-25	-			\$21,328.13

BUSINESS MODEL & ANNUAL PROJECTIONS

In addition to the foregoing risks, B.R.I.C.K.S. Building Company has strategically structured its operations to effectively navigate the fluctuating market. Our employment model plays a crucial role in mitigating the company's risks, with only five fixed-cost employees: Project Manager, Scheduler, Assistant Project Manager, Estimator, and Sales Manager. Design-related tasks and associated fees are outsourced to a local residential designer, with whom we have negotiated a flat rate covering home design, necessary construction documents for permitting, and material and interior selections. By adopting this variable cost structure, we effectively mitigate the direct risk of overstaffing in the event of a market downturn.

Presented below is a detailed breakdown of our projected annual financial plan for the 2024 calendar year, rooted in our 2023 data and accounting for the identified risks. B.R.I.C.K.S. Building Company is prepared to build seven homes in Woodstock and the surrounding areas in the upcoming year.

We are enthusiastic about the prospect of collaborating with the Greater Atlanta HBA, our esteemed trade partners and vendors, along with all other stakeholders, as we collectively strive to contribute to a more prosperous future for Cherokee County.


Financial Information			
Average Sale Price (Including Lot Cost)			\$1,750,000.00
Average Cost (Including Lot Cost)			\$1,200,250.00
Average Time Home is on Market	2.3 Mo.		
Avg. Loan Interest Costs (7% Rate)	/home		\$49,010.20
Avg. Profit			\$500,739.80
Avg. # Homes Built Per Year	7 homes		
	Annual Gross Income		\$3,505,178.60
Employment Model			
	Income		Total Expense
Project Manager	\$97,768.00	year	\$107,368.04
Scheduler	\$90,889.00	year	\$94,879.67
Estimator	\$83,002.00	year	\$85,492.06
Sales Manager	\$87,256.00	year	\$89,873.68
Asst. Project Manager	\$76,813.00	year	\$85,617.39
Avg. Benefits			
Social Security	\$5,403.00		
HealthCare	\$1,264.00		
401K	3% Match		
	Annual Emp. Expense		\$463,230.84
Variable Costs			
Design Fees	\$6,500	/home	\$45,500.00
Vehicle Allowance (Field Employees Only)	\$2,600	/mo.	\$31,200.00
Office Costs (Rent, Utilities, Supplies)	\$3,750	/mo.	\$45,000.00
Tech. & Software	\$35,000	/mo.	\$420,000.00
Marketing (Targeted Ads, Social Media, Signage)	\$15,000	/mo.	\$180,000.00
	Annual Var. Costs		\$721,700.00
Anticipated Annual Fees			
General Insurance	\$75	/home/mo.	\$6,300.00
Builder's Risk Insurance	\$1,120	Year	\$1,120.00
Workers Comp. Insurance	\$158	Year	\$158.00
Misc. Annual Licenses and Fees (Local HBA & Contractors License)	\$400	Year	\$400.00
Business Income Tax	5.75%	Year	\$201,547.77
	Annual Fees & License		\$7,978.00
	Indirect Cost/Home		\$199,208.09
	Annual Net Profit		\$2,110,721.99

**NAHB Student Competition
Custom/Small Home Builder
Honor Pledge**

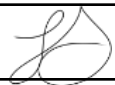
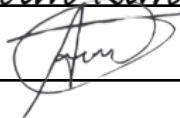
To the best of my knowledge and belief, the information used in my team's proposal for this competition adheres to the rules and guidelines of the Custom Home Builder Competition. On my honor, I have neither given nor received unauthorized assistance in the completion of this project.

Team (School) Name: Tuskegee University

Team Members:

Print Name and Signature	
DaNia Patterson	
Adeleke Ambali	<i>Adeleke Ambali</i>
Kendal Phillips	<i>Kendal Phillips</i>
Jordan Lamar	<i>Jordan Lamar</i>
Jayden Woullard	<i>Jayden Woullard</i>
Nilreign Johnson	<i>Nilreign Johnson</i>

Alternate Members (Optional):

Print Name and Signature	
Lauryn Glenn	
Milkhi Stewart	<i>Milkhi Stewart</i>
Keynon Webb	<i>Keynon Webb</i>
Keith Kimbrow	<i>Keith Kimbrow</i>
Marco Aubin	

Faculty Advisor/Coach:

Print Name and Signature	Dr. Charner Rodgers	<i>Charner Rodgers</i>
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This form is REQUIRED. Submit one (1) copy per team with solution package.