

[Structure Home Value Proposition]

In your evaluation and decision of the best building partner, consider the value of time, your involvement and the quality of your experience...all of which have both tangible and intangible cost implications.

1. Structure takes responsibility for the management of the entire project from conceptual design to a completed and turn-key custom home. In addition to managing the building process, we also manage all due diligence and zoning research, pre-development design, entitlements (permits/approvals), neighborhood outreach and post-completion customer care. This single-source approach provides an owner with real alignment in their project, where all of the circumstances that arise in the project are mutually shared and resolved.

2. Over the past three years, our organization has carefully examined our procedures and implemented changes to the manner in which we approach the planning, design and construction of new homes. We carefully formulated the Structure Home "Journey Schedule" and "Journey Outline"...the goals of which are to consider, during the design development phase of a project, all aspects of how a home will function, as a living system, on the property. The "Journey Outline" is a framework we use to facilitate a collaborative design integration process...a guide if you will, that systematically integrates all of the required design consultants/vendors/trades people at the precise time in the process their input is needed.

3. The "Structure Journey" timeline is a management system that strategically directs every required task to effectively complete a fine custom home. This organized collaboration and carefully coordinated schedule brings consistent results to every project. Managing the entire process with this type of discipline enables us to complete projects on time, translating into significant additional cost savings to our customers.

4. The content of our budget is comprehensive and our budget philosophy is to anticipate costs as early as possible and to minimize surprises along the way. With 10-15 custom homes being purchased every year, our buying power translates into reduced construction costs to all of our clients.

5. Structure offers a Guaranteed Maximum Price Contract form and utilizes a systematic purchasing approach that is fully transparent and builds confidence that the best value and is achieved for every trade. The components of our contract include a comprehensive preliminary budget prior to schematic design, a refined budget to control plan design development and a guaranteed budget derived from comprehensive bid procurement throughout the construction phase.

6. We have a significant commitment to technology in all aspects of our profession. All staff members, including field staff, are available via e-mail, all field staff have lap top computers and are all are familiar with company software. Structure Home is a paperless organization...all documents and plans related to every project are scanned and preserved electronically. In addition, all project costs and project budgeting/estimating are managed within integrated accounting software, The American Contractor.

7. Structure Home is comprised of a project management team that has been building together and supporting each other's growth, for many years. Many of Structure's staff have been trained and mentored by each other, and are supportive friends. Similar strands of history and connection run throughout our resource base, from design professionals to vendors to subcontractor trades...a resource reference library that shares experience, professionalism, integrity and a passion for quality custom home building.

8. Structure Home has a significant stake in the communities we serve. We are actively involved with 10-14 homes per year with 8-10 active construction sites on-going at any one time. Furthermore, we continue to service past clients in neighborhoods throughout Los Angeles. Invariably, Structure Home personnel are in close proximity to our customer's at all times during regular business hours.

9. Our companies' vision statement is "Relationships For Life". This means that all of the systems we have developed and all of the policy and procedure that govern our way of doing business...are specifically designed with this objective as a priority. Our commitment to customers runs far beyond the mandated new home warranty...to be a resource and to help care for and improve the homes we build for a lifetime.



As an organization, Structure Home will not compromise on our commitment to serve our clients through the life of the custom building process and thereafter. Unlike other general contracting firms, we take full responsibility to lead the entire project management effort on your behalf. Our role is more than building a fine custom home...we provide reliable information and analysis to assist clear decisions about the optimal investment...to maximize the return from your home improvement alternatives. We are continually working to improve the execution of the process by streamlining each aspect of the custom home building process to maximize efficiency, facilitate creativity and to improve the experience of everyone sharing your custom home building experience. These goals are achieved by providing you with all of the personnel and an organized, integrated and systematic approach to every stage of project development.