



GUIDE TO BUILDING

YOUR CUSTOM HOME

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FAMILY FIRST, EXCELLENCE ALWAYS



Family First, Excellence Always

To our valued clients:

Our team at Land Rush Homes is passionate about building the perfect home for you and your family. We work tirelessly to ensure our processes and homes are representative of our passion for customer service and satisfaction. As we work with you and your family on your project, we know there will be challenges and sometimes changes to your vision for your custom home. We will adapt to any circumstance to meet your goals.

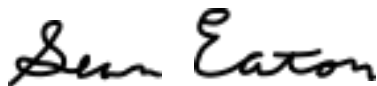
We understand and will gladly accept this challenge, as promise to provide the highest level of customer satisfaction during this experience. As your partner in making your dream home become a reality, we will focus on your needs and expectations while delivering you a home that will improve your families' quality of life and last for generations.

As your building partner, we promise to make the following contributions to your home building experience along the way:

- We will listen to what you ask and respond to your needs.
- We will communicate with you about any issues that happen along the way.
- We will constantly manage our trades, inspect our materials, and demand the highest quality of workmanship from our subcontractors.
- We promise to manage your project's budget and be good stewards of your dollars.
- Finally, we promise to always demonstrate our family core values and be kind and professional no matter the circumstance.

We are dedicated to **Family First, Excellence Always** and are extremely grateful for the opportunity to serve you and your family as your home builder. We look forward to the opportunity to meet with you for a planning meeting to discuss your goals and how we can help you make them a reality. Please contact us at (405) 802-8806 or visit our website at www.LandRushHomes.com .

Sincerely,



Sean Eaton



John Cannon



Introduction

Taking that first step in the decision to build your custom home can come with a roller coaster of emotions. These emotions will travel with you throughout the entire process. That does not mean that it needs to be a nerve racking and stressful process. For those building a custom home who chose the right team and builder, it can be an inspiring and enjoyable process.

There are many decisions to be made and it is understandable how one can feel overwhelmed. Always remember why you are making the choice to build a custom home. You are giving yourself the opportunity to make every detail fit your needs. You can add any vision that you ever had about your perfect home such as a chef's style kitchen, majestic media room, outdoor living area, enjoyable home office, or guest apartment. The choices are all yours and we can help you make it all possible.

How does one make all their dreams of the perfect custom home come to life? Choosing a custom builder that listens and has the expertise to execute the desires of the client. That is the most important part of the equation. This will take a large amount of time, organization and commitment from both parties. Having the right experts on your side will bring much payoff to the process and leave you with an amazing feeling of satisfaction. This guide will take you through that journey so you will know how it all works before you begin.



Finding the Right Lot

One of the first question to answer before building your custom home is where to build. You may already own the perfect lot, or you might need to shop for the site of your custom home. There are many things to consider when looking at a piece of land that will be the resting place for you the sticks and brick and every other part of your custom home.

Consider the community where you want to live. If you have children of school age, then the school system is a major consideration. You also may want to consider your commute to and from work during rush hours. Do you want to have great neighbors to socialize or do you want more privacy? Research the Homeowner's Association ("HOA") in the neighborhood. Some communities do not have HOAs and you don't want to be a part of some HOAs.

Another thing to consider is the lot size and orientation. Ask yourself if the lot you are considering is large enough to accept the size of the home you are visualizing. Will it have a big enough back yard? Is there an easement that might not allow you to add that pool you always wanted? Will there be plenty of room for a nice garage or additional landscaping? The orientation is the direction that the home will have to face on the lot. Will the front of your home have to face West into the hot afternoon sun, or North into the cold winter wind? Some homeowners do not care as much about orientation, but others do.

The budget for your lot purchase is another crucial thing to consider. Should you spend more to be in that desirable school system? Should you live further out and increase your commute so you can have a larger space? Consider future property values in the area where you want to build. What are the current property tax rates in that area? Is it worth paying extra to have a lake or golf course lot? These are all important questions to think about when purchasing that perfect lot.

Once you begin to zero in on the perfect lot you will need to study the soil conditions, topography of the lot and the vegetation. If the soil is expansive clay, then you could experience some higher cost with a foundation. Your knowledgeable custom builder can look at this with you before you make the lot purchase decision. Topography is the slope and formation of the lot. Lots with

elevation changes from front to back or side to side can add some considerable site work cost before a slab can be constructed.

Consulting with your builder on site is a smart move before you purchase a lot with large amounts of topography. The shape of the lot is also a consideration and could impact the way the home sits on the lot. Finally, consider how much vegetation is on the lot. Will it require a lot of plat and brush removal and how much will that cost? Also, are there mature trees on that lot? How many will have to be removed in order to fit the home in the location desired? This will also be an added cost.

Having an experienced builder work with you ahead of time before you purchase your lot can be rewarding. They can assist you with sitework decisions and cost estimates before you decide to purchase your perfect lot. This will set the correct expectations prior to construction and head off any shocking unforeseen site costs. It is a smart decision with much payoff.



Navigating the Custom Home Process

This next section provides a brief overview of the custom home building process. Although there are many moving parts and small steps in the custom home building process, the following five key steps are essential to any custom home building process:

- 1. Your Home Building Partners**
- 2. The Design Phase**
- 3. The Pre-Construction Process**
- 4. Building Your Home**
- 5. The Final Walk Thru**



Your Home Building Partners

Building a custom home is a partnership. Building a custom home is a long-term commitment and you will be spending a lot of time with your home building professionals. It is important you take the time to interview more than one builder and ask the right questions before making your decision.

Establishing a great relationship with your designer, architect and builder will pay off with an easier and less stressful experience during the building process. Trust and communication are essential to a healthy and strong relationship between these partners. It often sounds like a marriage and basically will be during this process.

Make sure you are confident in your builder's abilities. Ask yourself if they listen to your needs. Do they understand what you are envisioning, and will they be able to meet your requirements? Are they going to be able to devote the time and attention your custom build will need? How many other projects are they managing currently? Don't be afraid to ask questions about their business and workload. These are all important questions and will make the partnership stronger.

Some people chose their architect or interior designer before they chose their builder while other chose the builder first in order to consider the site conditions up front. Whatever decision you make in the order of choice, keep in mind it is a good idea to make sure they all are involved early in the planning stages. This will ensure your custom home vision is understood by all partners.

When choosing your builder there are some key things to consider such as quality, value and service. Checking the boxes for these things can make the process much easier down the road. It will eliminate stress and anxiety. It will also allow for a great positive start to the process.



Our Core Values

Quality

Your builder should pay close attention to the quality of all materials going into your custom home, from foundation to framing to flooring installation. Controlling the quality of every detail and requiring the highest level of material shouldn't be taken lightly. It is crucial to the success of your build. Your home should last a lifetime and should be free from defective products and poor workmanship. Your builder should instill quality is just as important to them as it is to you.

Value

Your builder should have the experience and connections with a trade base to provide you with the value you require. Value in custom home building is defined by the satisfaction of the client. Your builder should deliver a product that makes you feel like you are receiving what you paid for in every detail of your home. Everything should be communicated and explained to you up front, so you never feel like you overpaid for anything. A great builder knows how to deliver value in many ways throughout the building process.

Service

A great builder will provide great service before during and after the build process. Will the builder provide the following: 1) meet you at your lot and consult you on site work expenses and ideas; 2) recommend a good interior designer or architect; 3) conduct a detailed pre-construction meeting before breaking ground; 4) formal meetings during the build, what are these meetings called and what are their purpose and payoffs; 5) an orientation meeting, explain all the features of your home; 6) follow up meeting to make sure the home is functioning and all the "fit and finish" items look right. Your builder should provide all of this and give you confidence you chose the correct builder.



Research Builders

Checking out the builder candidate is an extremely important part of your custom build. Do not take it lightly. There are plenty of inexperienced builders out there who don't follow solid processes and procedures. Ask questions and remember a good builder will never mind answering them. Discuss in depth their organization and how their business works. Ask how they schedule the projects work and how often they pay their subcontractors and suppliers.

It is also a very good idea to visit some of their other job sites. If you tour another home under construction, and it looks like an explosion went off or you can't even walk on the job site then this could be a red flag. Also, ask for references and talk to others in the field that know them, including architects or trades that have worked for that builder in the past. A great builder should be willing to provide contacts to these individuals.

Another important partner to consider while navigating the home building process is the architect. This is a big decision and you want an architect that will work well with your builder. The architect will be the one who takes your visions of your needs and desires and translates them into that perfect home. There are many highly skilled architects to choose from in the Oklahoma City metro. This is a very personal decision and can be a difficult task to find one that is a good fit. The following are some questions you can consider while finding one that will meet your needs.



Architect FAQ

What budget should I set aside and how will I be charged for your time?

There are different ways architects charge for their services. Some charge flat rates, while others charge based on hourly work or square footage of the design. Some even charge a percentage of the construction cost. Just make sure whatever the fee structure it is very clear from the beginning. Be very up front about your budget requirements. Ask questions and find out all the services included in their price structure. A good architect should be able to provide you with a details scope of their services offered. Make sure you are both clear about changes to the design that may come up and how you will be billed for those items. These questions will help to avoid controversy and surprises along the way.

Ask who will be your main point of contact?

Depending on the size of the architectural firm you may be meeting with the owner initially who will later hand off the project to another team member. Make sure you ask to meet the person who will be doing the work on your project. You will be communicating with this person most of the time and you want to make sure they have a personality that will work well with yours. If the firm is smaller then you may only be working with the owner. No matter who it is you want to make sure that you are comfortable working with them.

What problems do you see with my project?

A good architect will attempt to head off potential problems early during the design phase. Your architect should be able to spot any issues such as budget issues with your design, lot topography issues that affect the design, or any other challenges that would cause issues before your builder starts construction.

How do you plan to communicate with my home builder?

Your architect and builder will not only have to work together but will have to work well together. This is a partnership within the partnership. Both will have to communicate closely with each other and must have a good working relationship. You did not sign up to be a counselor or mediator of conflict between the two. They must be professional and respect each other so that the project will be as successful as possible.

What does the design process look like and how much can I contribute?

Make sure your architect is clear on timeline schedules and is willing to establish deadlines. This can go both ways meaning that if they ask you to make-a-decision, then you will need to make one in an agreed upon amount of time in order to keep the project moving forward. This is part of the conversation about how much input is expected from you and when you will meet to review the milestones in the design process. You want to understand how their design process works and what steps your architect takes to get to the goal of a custom home that fits your needs.

Ask then to tell you about some of their past projects?

If your architect shares the same inspiration for your design as you do then there is a good chance that the project will be successful. Review the architect's portfolio of past projects in order to determine if their design style aligns with yours. Some architects have a very distinct style that will show up in all or most of their designs. Others may be more diverse in their designs. If your architect has a diverse range of style, then it may help to ask them about their favorite projects. This is a good way to determine if their design ideas will line up with yours.

There are many architects out there that could make your project design work. Finding the right personality fit might take some time. Don't rush this decision because it is a very important one. It is just as important as choosing your builder.



The Design Phase

Now that you have your partnerships established with your architect and builder you can begin one of the most rewarding phases of the building process: the design phase! At this point your vision will begin to come to life and you will see elements of your future custom. You might begin with some simple sketches while working with your architect. Then once you agree on a concept the Computer Aided Drafting (“CAD”) work can commence. This will result in some preliminary plans to look at as well as present to your builder for review. It is smart to involve your builder in this phase at least a couple of times so they are on board with your final design.

As you work closely with your architect you will establish a preliminary design that will consist of round one of your floor plan and elevation partials of the home. The elevation is the face and look of the home. This term can also refer to the look of the sides and rear of the home as well. While studying round one of the rough drafts of the floor plans and elevations you should start checking boxes to make sure that all your ideas and needs are being met. Mark up a set of plans with changes that your architect needs to make and go to round two. The more

thorough you are the less expense you may incur in CAD time. As you get closer to the final design product you can begin your next phase.

Similar to the preliminary design phase, the preliminary estimate phase will be the next step and will ensure that you stay within your expected budget. Your builder should be able to take your plans and look for elements that could cause budget concerns. They will take your plans and compare material specifications with current costs as well as ask for preliminary bids from some of their trade base. This is still early in the ballgame and much less expensive to head off issues or make necessary changes needed to stay within your budget.

Achieving a final set of plans is the result of close collaboration between yourself and your architect. This is the time when details are finetuned and last-minute decisions are made. Your builder and architect can also work together to assist with consultation on concepts such as value engineering, energy efficiency and other cost saving ideas. The more involvement from your team of partners with the thought process and design concept will relieve future stress and prevent costly changes during construction.

The next step after a final set of plans has been completed is completing a detailed budget and construction schedule timeline. You will finally know how much your dream home will cost and have an idea of how long it will take to build. Your builder will need some time to receive final bids and make sure nothing will be left out of the budget. They will learn your plans and specifications by heart and attempt to find the best bids as they decide on a trade base that makes sense. Your builder will then create a detailed schedule using critical path models. These details will allow your builder to complete an efficient build while reducing homeowner stress at the same time.



The Pre-Construction Process

There are many things that will be done by your builder before they can break ground on your home during the pre-construction process. A site plan or plot plan will be ordered from a surveyor. An engineer will create a foundation and frame engineering plan set. If you are building in a municipality or county that requires a permit, then that submittal will be completed.

If your community has a HOA or ACC that requires approval of your plan design, then submission will be completed during this time. Some ACC's also require approval of exterior selections so you may be asked by your builder to choose your brick and paint colors early during this process. This is also a good idea if brick supplier lead times are extended. All these items take time and a good builder with strong processes will manage this and keep these items moving forward.

Your financing will also need to be in place before the start of construction. This is the time to get all the ducks in a row. If you do not have a lender of choice, your builder can assist with a preferred lender that they have a great working relation. This will assist during the construction process as there will probably be a draw release schedule with the financial institution that is handling your loan. The more collaboration between the two parties will result in fewer delays to the construction schedule.

We have not yet mentioned the interior design of your home. This is also the time to select the interior features with an interior designer. This can be a fun process and is where you get to pick out your paint colors, flooring, plumbing fixtures, door hardware and other items you will be seeing every day in your new custom home.

This process can be overwhelming if you attempt to do it all at once in a short period of time. Your builder will need decisions to be made in a timely manner; however, you need to also make the right choices for you. It is highly recommended that the interior design process be set up with two or three separate appointments. You might even decide to choose some of the pricier items on their own at different locations. Examples would be lighting or plumbing fixtures. If you go this route, then please keep in mind it can take longer and your builder will be anxious to receive your selections due to possible extended supplier lead times. If there are any back order or delayed products your builder will let you know, and a reselection appointment may be needed in order to keep your home on schedule.



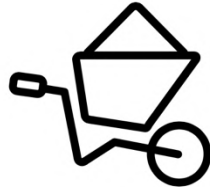
Introduction - Building Your Home

After hours of planning and preparation it is now time to break ground on your dream home. Your builder will now deploy their trade partners and schedule material deliveries to the job site. This will be an exciting time with ups and downs that your builder will be able to explain and solve along the way. You will have scheduled meetings with your builder at various milestones during the construction phase. Use these times as opportunities to have all your questions answered and any of your concerns addressed.

If the planning and preparation of your custom home were done correctly during the design and pre-construction phase, then there should not be any changes to be made from this point forward. If there is something that you did not think about that you cannot live without, try and bring it up as early as possible. When your builder establishes momentum, it will cause delays and potentially other problems, if you require changes, called “change orders”.

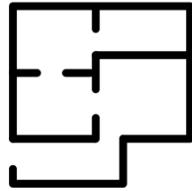
12 Milestones of Home Building

The construction phase can be dissected into twelve basic milestones. Although every home project with Land Rush Homes is unique, the following 12 Milestones of Home Building are essential steps in every home we build.



1. Foundation Poured

After the site work to your lot has been completed a qualified foundation company will build an engineered foundation to support your home.



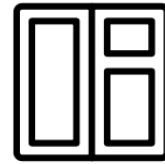
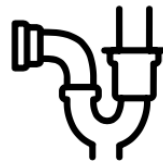
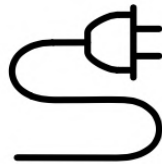
2. Framing Complete

Now that there is a solid foundation the skeleton of the home can go up. Any exterior painting can be done at this time. You will see the windows, doors and sheathing go on as well.



3. Roof Complete

This refers to the shingles or whatever type of roof material you have selected for your home.



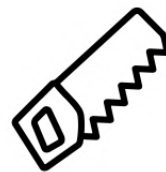
4. Mechanical Roughs Complete

Working closely with their trade partners the inner workings of the plumbing system, electrical, and the heating and ventilation systems will be installed.



5. Sheetrock Texture Complete

The interior drywall has been hung and the texture of choice has been applied.



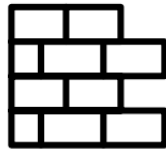
6. Interior Trim Complete

The trim work such as base board and crown molding inside the house has been installed. The interior doors are also set in place. Cabinets are installed at this time.



7. Interior Paint Complete

The beauty of paint and stains are applied inside the home. At this point you really start to see your dream come alive.



8. Countertops Installed / Masonry Completed

The countertops that you selected will now be installed. Outside the home all the brick, stone or stucco will be finished at this time.



9. Ceramic Tile Flooring Installed / Exterior Paint Touch Up

If your home has ceramic tile flooring, this is the time it will be completed. Any exterior paint touch ups that need to be completed will also be done at this time.



10. Mechanical Trim Complete

The inner workings of these systems went in before sheetrock. Now it is time to add the light switches, AC grills and plumbing fixtures.



11. Flooring Complete

Remember all that time you spent choosing your flooring products. Now is the time when they are installed. The finish line is approaching.



12. Quality Inspection Complete

Your builder should have a thorough check list of quality inspection items that will be reviewed. You will be scheduled to do a walk thru. This is a time when small items can be addressed. There should be an ample amount of time between the QI inspection and the close of the home so that your builder can address all items as needed.



Bonus Tip

Some builders hire 3rd party inspectors to check the home at various stages of construction. This is a great practice and will ensure that your home is up to code and will meet the quality requirements that you and your building partner have agreed.



The Final Walk Thru

Once you and your builder have completed a final walk thru and you both agree the finished product meets your expectations, you can close on your home. The wonderful time of home ownership begins in your dream home. Get to know your home and enjoy the satisfaction that a true custom home can bring.

Most builders offer a one-year workmanship warranty. If anything comes up or is a concern it is good to have those items addressed before month eleven of the workmanship warranty. There is also a ten-year structural warranty that will be included with the purchase of your new home. This is for foundation or other structural components.



The Land Rush Homes Promise

We care about you and how much you are enjoying your Land Rush Home. Periodically we will contact you and inquire about your custom home and make sure it is the vision that you desired, meets the lifestyle you enjoy and that it lives up the quality that we have promised. We are dedicated to you and your family and we stand by **Family First, Excellence Always.**