

# How to Sell Design-Build Services to Today's Custom Home Buyers

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IBS Education

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**Everything  
Always  
Goes as  
Planned**



# Meet Your Speaker



**Jim Schneider**

Schneider Construction, LLC

Norfolk, VA

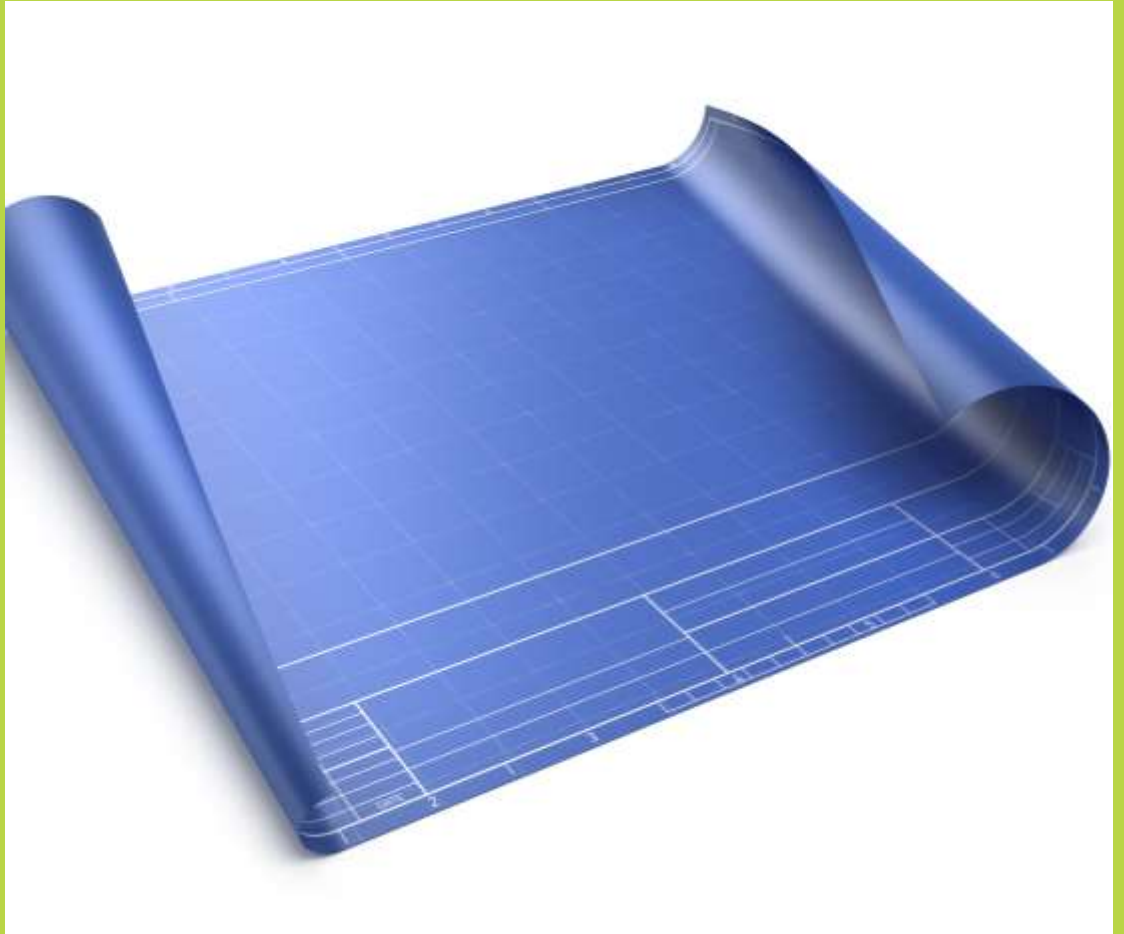
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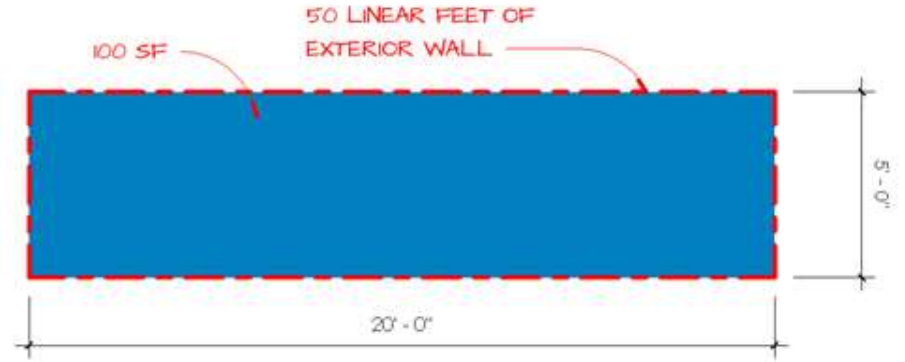
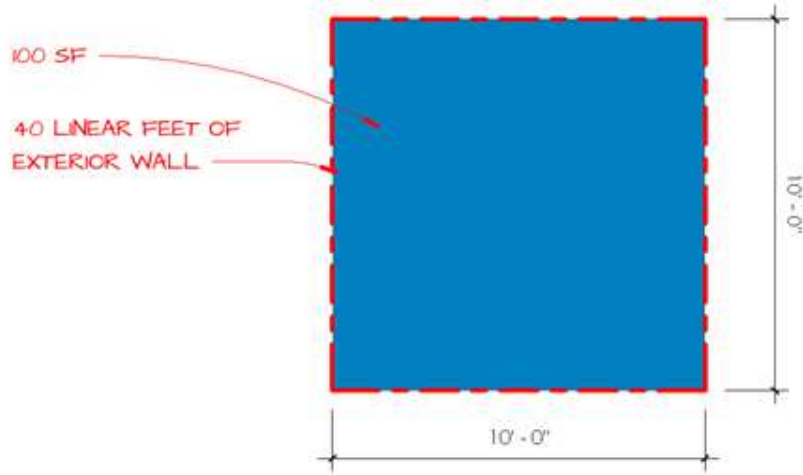
SchneiderConstructionVA

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**Everything  
We Build  
is a  
Prototype**





**Cost Per SF is an Unreliable Metric**

**2500 SF  
New Home**



# 2500 SF New Home



**2800 SF  
New Home**



**2800 SF  
New Home**



# Design-Build is a Process, Not a Transaction.

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- It's imperative you have a system to manage the Design-Build process.
- During this process, you need to educate the prospect while continually setting their expectation.



# QUALIFICATION



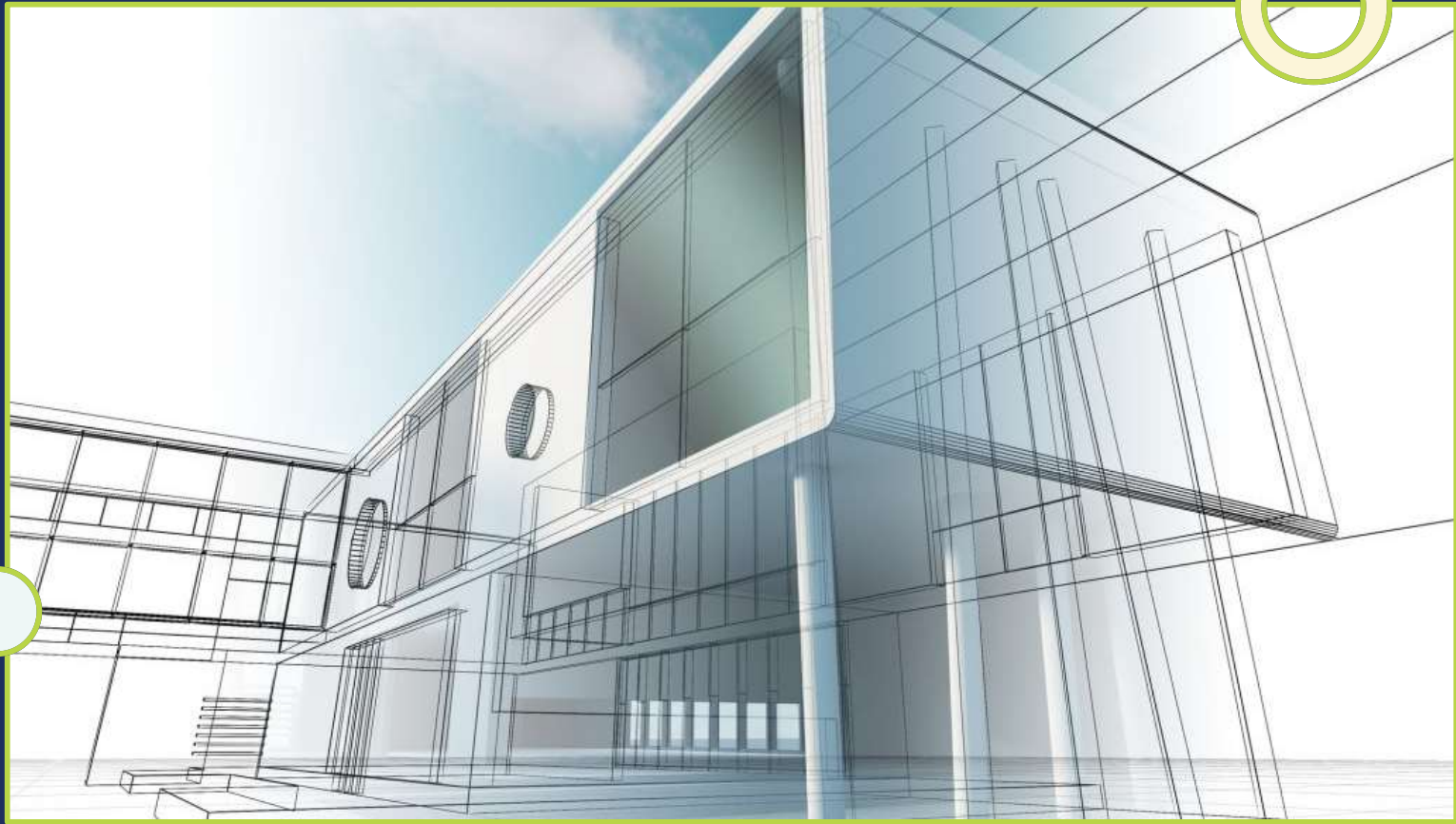


discover

discovery

discover







# SCOPE OF WORK





# **Construction Project Proposal**



# VALUE Engineering





# High Performance Construction



- 
- Better than 90% of all new homes are built using what is identified as a minimum code standard. In education terms, homes built by this standard translate to a “D”, because they just pass.



## Focus on How it Benefits the Owner

- Explain to them that their home will be more comfortable, durable, and energy efficient. Don't get in the weeds about how their home will have less than 1 ACH per hour at 50 Pascals... They don't care.

# Be Prepared to Discuss Why High Performance Costs More

- It's not that high performance costs too much, it's that our idea of a fairly priced new home is based on a history of building homes that meet embarrassingly low performance benchmarks.

Steve Baczek

- The bottom line is you get what you pay for, so it's pay now or pay later. Paying now simply offers a home that is going to be more enjoyable to live in.

Questions?

