



BUILDING YOUR
NEW
HOME

with



The Best Experience You'll Ever Have Building a Home

Everyone deserves a home they love – but it takes more than blueprints and building materials to make it happen. If you've never gone through the home-building process before, you may be scared that you won't get exactly what you want. New homes are special when the process of building them is simple and fun. As you start on this adventure, you'll need **a partner who can guide you** each step of the way. Building houses is easy, but building a home takes vision, inspiration, and experience.

Whether you've gone through the process before or are considering building for the first time, the goal of Sterling Homes is to provide the best experience you will ever have building a home.

YOUR VISION, OUR EXPERTISE

We get it – building a new home can be stressful. In over 35 years of building homes, our clients have gone through nearly every possible up and down. That's why – from initial concept to far beyond the housewarming celebration – you'll have a partner that consistently exceeds your expectations of what the home building process can be. We stand firmly behind our work, with a long history of customer satisfaction and our two-year warranty prove it. Your house **will** be completed **on time and on budget**.

Sterling Homes becomes your partner, your guide, and your trusted advisor to ensure that your new home is everything you want it to be. Our logical steps make the home-building process stress-free and fun. This guide provides everything you need to know about the process of building with Sterling Homes.

Keep reading to discover your easy, three-step home building process.



BONUS!

Flip to the end of this eBook to view how our easy, step-by-step home building process works.

STEP 1

MEET YOUR BUILDER

We've all heard the horror stories from our friends and neighbors – the tales of home building projects gone over time or over budget. Now, as you begin your home building journey, you may be worried that you'll end up walking down a similar road.

Luckily, your first step is simple. It begins by talking to experts who can help you turn your ideas into reality.

CHOOSING YOUR HOME BUILDER

Initial meetings are the perfect opportunity for you to evaluate whether you see a future with a particular home builder. Building a house begins an intensive two-year relationship with your builder. More likely, though, you will work together for as long as you own your home, whether you decide to build an addition or you simply have questions. It's important to choose a team you enjoy working with.

There are some obvious criteria you will most likely use when evaluating potential home builders:

- › How much experience do they have?
- › What is the quality of their work?
- › What is the feedback from other customers?
- › What kind of processes and systems does your builder have in place?
- › How organized are they?

But a certain part of your decision won't be based on facts or testimonials; it will be based on the gut feeling you have when meeting the builder. That gut feeling is extremely important because, as you will discover, the people you choose to work with can make or break your home-building experience.

When you begin meeting with builders, check in with yourself on the following three areas:

- › **Trust:** Remember, your choice of home builder should not be based solely on the company's reputation. At the end of the day, you're working with people, not a company. Do you trust the people who will be managing your project? An organized builder saves money and, more importantly, reduces stress.
- › **Alignment:** Does the builder fully understand your needs, wants, and wishes? Is it clear that you are on the same page?
- › **Connection:** Do you feel a connection with the builder? Is there mutual excitement and passion for this project? Do they make you feel reassured and excited to move forward?

CONSULTATIONS & CONVERSATIONS

Choosing a home builder is a big commitment. It's a decision that will impact whether you love your new home – and whether you enjoy the home building process.

But choosing the right builder shouldn't require you to become an expert in something you've never done before. During your initial meetings with Sterling Homes, you'll share as much information with us as possible as we guide you through productive conversations in the following areas:



- › **Budget:** Through candid discussions, we get a sense of what you want and help you navigate the process of budgeting for your new home project. During our discussions, we'll provide a ballpark figure for the cost of your new home so you can determine the feasibility of this project from the very beginning.
- › **Ideas:** The fact that you're considering building a new home means you have specific ideas about the space and the lifestyle you want to create. We listen closely to your ideas so we can make recommendations that will work best for you.
- › **Challenges:** No home building endeavor is without its challenges. Whether it's a financing issue or difficulty with your land, we discuss your challenges and work on solutions together.

STEP 2

DESIGN YOUR HOME

Your new home will most likely fall into one of two categories:

- **Pre-Designed and Pre-Defined:** Building a home based on existing plans, prices and specifications. These plans are always adjusted and customized to suit your needs and desires – we've never built the exact same home twice! This often involves building in an existing neighborhood.
- **Design Build:** A design/build project involves designing a home from scratch to maximize how it sits on the land to meet your ideas and dreams. You can also modify existing plans that are perfect except for a few things you'd like to change.

Whichever type of home you want to build, or even if it's a blend of the two, Sterling Homes can help you turn your vision into reality.



NEEDS, WANTS & WISHES

You already have a vision for your new home. Now it's time to share that vision with us so we can plan a home that ticks all of your boxes and achieves the lifestyle you want. To facilitate that process, we will ask you to organize your ideas into three categories:



NEEDS

These are the features that are absolutely essential to your new home, and often address the root of why you are making the decision to build. Common examples of needs include:

- › **Living Space:** Whether you need to increase or decrease living space, home size is often one of the driving factors motivating people to move. Number of bedrooms and bathrooms is typically one of the highest priorities, as is having an open floorplan or traditional rooms.
- › **Maintenance:** A common goal for many people when setting out to build a new home is decreasing the amount of annual maintenance they'll have to perform themselves.
- › **Storage:** From garages to closets, adequate storage is a must-have for most homeowners.
- › **Efficiency:** Increasing comfort, reducing energy bills, and leaving a smaller environmental footprint are all top-of-mind today for people who are designing a new home.



WANTS

How do you want your home to feel and function? These are the wants that will help us design a home that truly feels like yours. Examples of wants include:

- Renewable Energy
- Central Air Conditioning
- Space for Entertaining
- Finished Lower Level
- Laundry on 2nd Floor

You probably also have a list of features you don't want in your new home. Hearing the things you can't live with is just as important for us as hearing your wants and needs. Eliminating features and styles you don't like helps everyone on your building team zero in on the scope of the project and get on the same page.



WISHES

Most often, wishes are features you want to consider and may incorporate eventually, but may not have the budget to complete right now. Wishes truly run the gamut and allow you to unleash your imagination – from pragmatic ideas to all the cool features you have seen while traveling and think may be worth including in your new home. Ideas for wishes include:

- Finished basement
- Jacuzzi tub in master bath
- Additional outdoor living spaces (three season room, screen porch)
- Finished garage with insulation, painted walls, epoxy floors and fancy organizer cabinets



The wishes list helps us factor future projects into our plans so that we can help you achieve your ideal home, no matter when that may be. Wishes also give you a sense of how realistic that cool idea you've seen will be in your new home, and give you a better understanding of whether or not you'd like to include it.



We begin by purposefully gathering as much information as we can from our customers in order to design and finish a home that meets their needs and budget. We work from the big picture (What kind of floorplan do you want?) to the smallest details (What kind of toilet paper holders do you want?) Once we have a fully defined set of plans, specifications, and pricing, we sign a contract that outlines everything included in the customer's new home.

Once you've made it here, now it's time for the fun part!

OPTIONS & SELECTIONS



Paint colors, carpet, countertops...for many people, choosing the finishes and selections for their new home is the most fun part of the building process! For other folks the thought of making all these selections makes them break out in hives. In either case we will guide you through the process.

This is the opportunity to make the home truly yours. The best part of choosing finishes for your home is that you can be as creative or conservative as you wish – it all depends on your personal style and how you want to live in your home.

At Sterling Homes, we've developed and refined a process over the last 35+ years that makes it simple – and fun – for homeowners to make informed decisions about their finishes. We have removed the frustration and confusion that often accompanies selections. Instead, you are able to go through a process that is simple, enjoyable, and guided by experts.

Our customers choose their finishes in a process we call **“Options and Selections.”** During Options and Selections, we guide homeowners as they compare various feasible options, always relating them back to the impact on overall cost. For example, maple flooring may be included in the home price, but cherry would be an additional cost or oak could save some money. This allows our customers to compare each option based on what it would cost to install in their own home, as opposed to spending their own valuable time looking for the best sales or calculating price per square foot. We believe you should make choices for your home based on full information (not data), and that we are the experts who should provide you that information.

This process all takes place before we even break ground on your new home. We build your home on paper first, tracking any added costs and constantly keeping you informed about where you stand. You get to make all your decisions with expert guidance and full transparency.



STEP 3

BUILD YOUR HOME

You have made your selections for your new home. You have cast your vision. Great work! Now is time to sit back, relax and watch your home become a 3D reality.

TRANSPARENCY & COMMUNICATION

During construction, you'll never be left to wonder about progress on your home, because we keep you updated every step of the way. One of the aspects of our process that customers and their families enjoy most is access to their **customer portal**. When we begin building your home, we provide you with login information to your own private image gallery. Several times each week we upload captioned pictures taken during construction, so you are always aware of what's happening on the jobsite. We even provide all of the images to you on a flash drive when the project is complete.



GETTING TO KNOW YOUR NEW HOME

You'll be led through two full orientations of your home. The first is a pre-sheetrock orientation, where you have the opportunity to take a look at what's behind the walls. A whole lot of the comfort (and cost) of your home is hidden behind the walls. This is your chance to see all of the attention to detail that ends up "behind the scenes." During this orientation, you get accustomed to how the home has been constructed and which inspections have taken place to ensure the highest standards. This also gives you time to experience in 3D the feel of your new home, and conduct a final review of electrical placement and the like.

The second walkthrough is a new home orientation. About a week before closing, we provide a detailed demonstration – inside and out – of the operation and maintenance of your new home. We provide everything you need to know about the home, including a detailed homeowner's manual and warranty information. We also include a set of slides showing photos of your home during construction, with arrows and labels to features that are no longer visible or simply important to remember.

ANSWERING YOUR QUESTIONS

Whether you have questions about the closing process, lender information, or your warranty, our guidance doesn't stop just because the construction has. Throughout closing and beyond, our goal is to remain your trusted advisors for any questions you may have surrounding your new home.

How long does it take to build a house?

The amount of time it actually takes construct your home depends on several factors, including the home plan, the weather, the finishes, and the number of details. However, a typical estimate is that it will take about 140 days or 4.5 months. When you sign your Options & Selections addendum, we guarantee your closing date.

Once the sheetrock is up, we may offer to move your closing date sooner, but it will certainly never be later than the guaranteed date. Sterling Homes has never been the cause of a late closing in our 35+ year history!

STEP 4

LOVE YOUR HOME

You've watched and waited excitedly while your home has been built – and now the time is finally here!

Savor the feeling of move-in day as you let it sink in that this is **really** your home. The lifestyle you've been dreaming of is finally a reality, whether it's the creation of additional living space, a brand new master suite, or the lower maintenance and higher energy efficiency you've always wanted.

No one is more excited for you to live happily ever after in your new home than your builder. We've spent months planning with you, communicating with you, and guiding you through this wonderful time. Now, as we hand you the keys, it's easy to picture you living the life you want – and **loving** your new home.



START THE
Conversation

Are you ready to share your ideas,
hopes and dreams for your new home?

Let us be your guides.



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THE LOVE YOUR HOME PLAN



A Guided Process

