

THE PROVEN CLARITY PROCESS



CONCEPTUAL ESTIMATE

- Get a sense for the cost
- Pricing is based on historical costs (no bids)
- See the attention to detail
- 2 to 4 week turnaround



GET COMFORT

- Call our references
- Visit completed projects
- See the quality first hand
- Meet your Superintendent



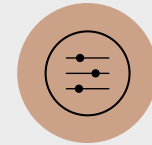
PRE-CONSTRUCTION ENGAGEMENT

- Kick off formal budgeting with a \$25,000 deposit
- 6 week turnaround time
- Formal bids are obtained
- Clarity applies for permits



PROJECT PLANNING

- Weekly team meetings
- Details of the design are discussed and clarified
- Samples are presented



CONTROL COSTS

- Budget #1 is presented
- Investigate savings options
- Establish Control Estimate
- Let's Build



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CONSTRUCTION

- 1. **Administration:** Review the bids and hire our selected trade partners
- 2. **Action:** Work begins on site. Always Supervised, Always Scheduled
- 3. **Assurance:** Quality is non-negotiable. It is right or it is redone
- 4. **Accounting:** Monthly billing with access to all invoices
- 5. **Adjustments:** Change is inevitable. It is managed & tracked in the budget

TEAM APPROACH TO CONSTRUCTION MANAGEMENT

Custom building is at its best when building with a team.
The unique perspectives of everyone involved provide ideas and inspiration.

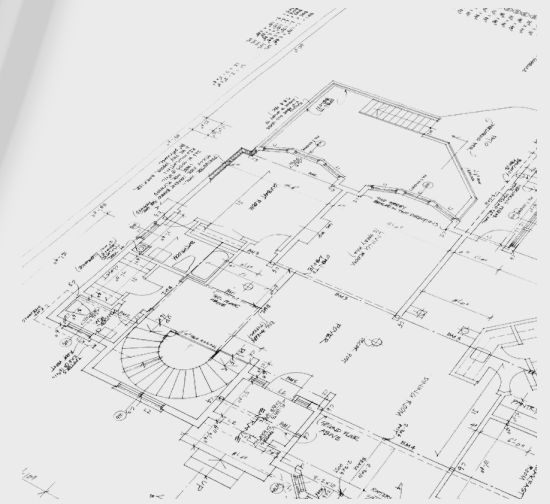
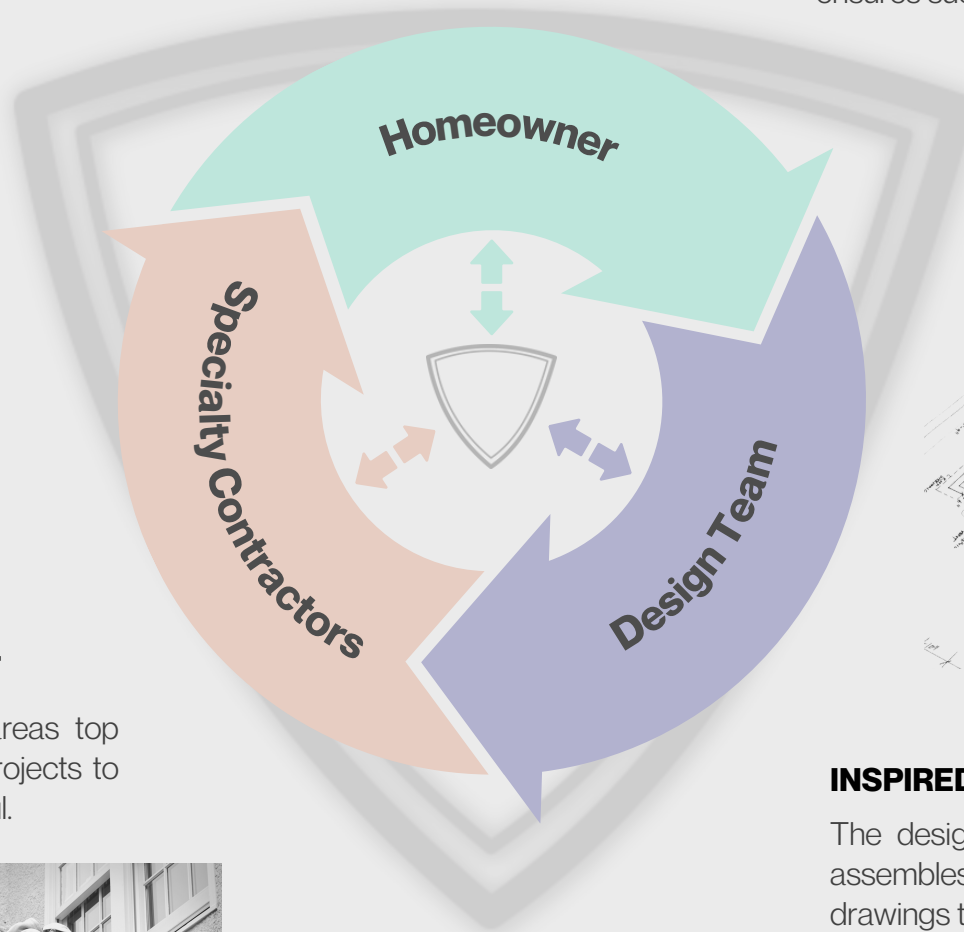
EXCITING & REWARDING

Building a custom home is a unique experience for every homeowner.. Proper coordination is ensures success and enjoyment.



MASTERS OF THEIR CRAFT

Long relationships with the areas top specialty contractors allows projects to run smoothly and be successful.



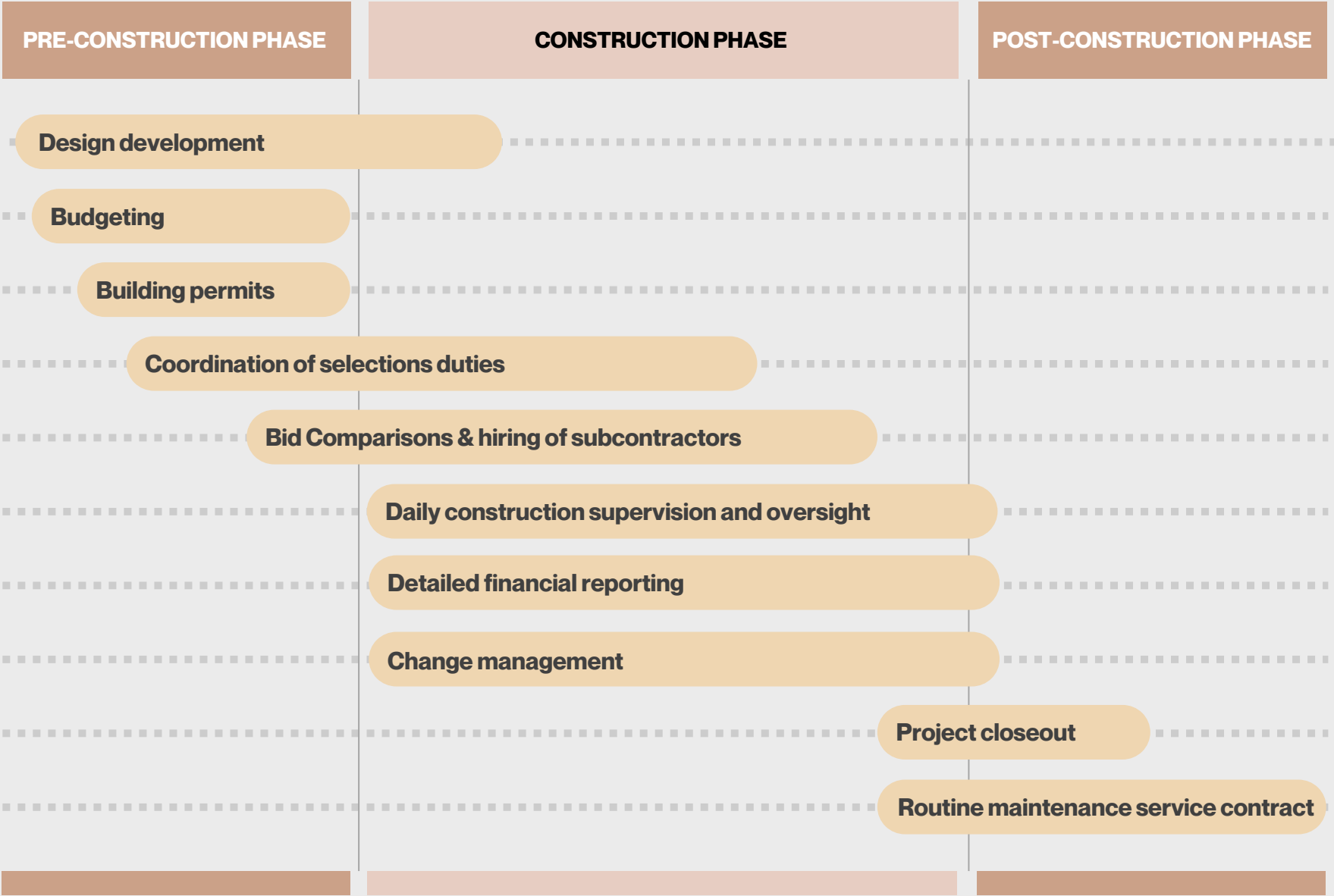
INSPIRED BY GREAT DESIGNS.

The design team that the homeowner assembles provides creative ideas and drawings that come to life on the jobsite.



CONSTRUCTION MANAGEMENT SERVICES

Successful projects are achieved with a combination of planning, paperwork, daily supervision & persistent follow through.



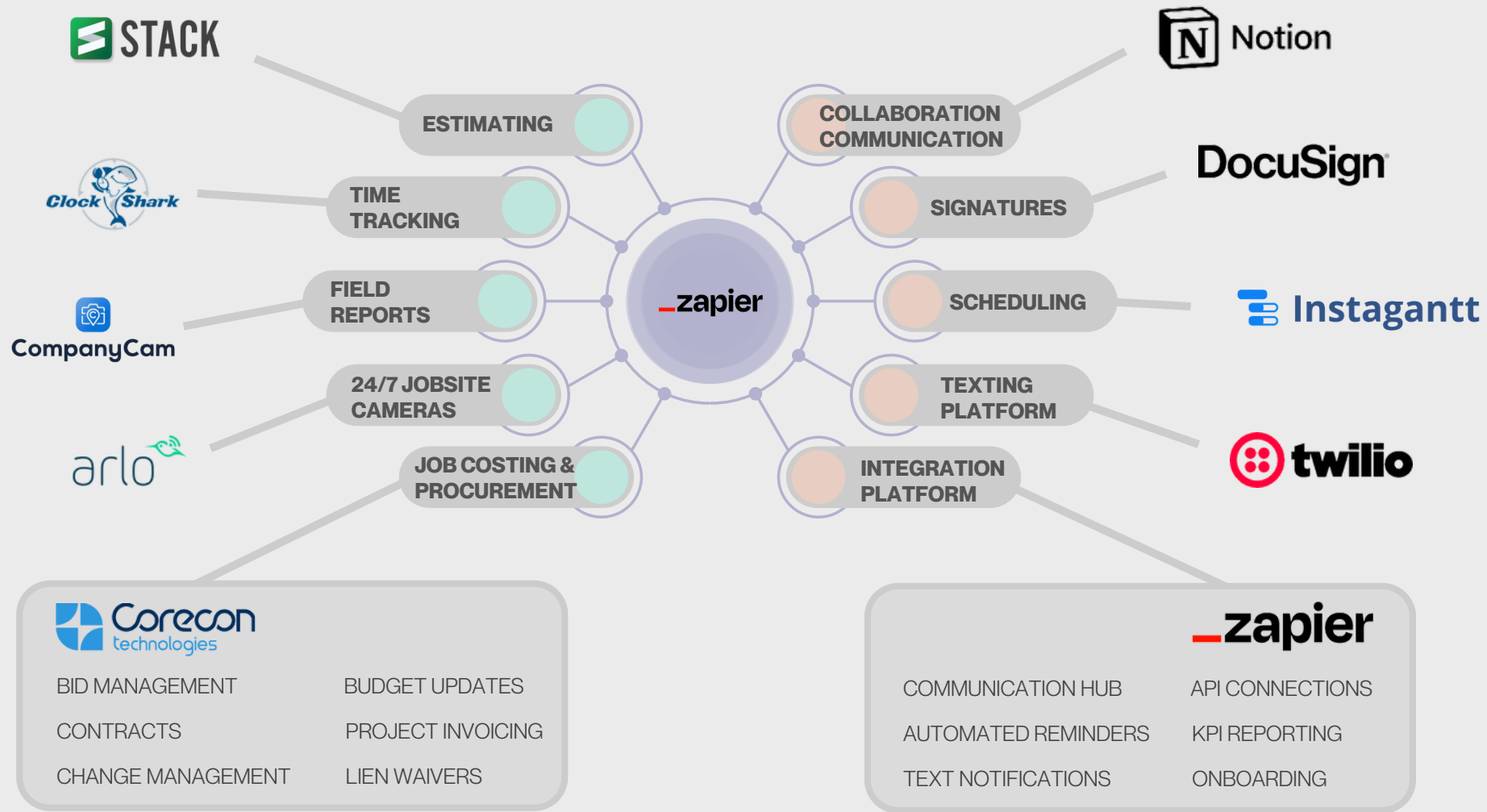
TRANSPARENCY & TECHNOLOGY MAKE CLARITY A DIFFERENT KIND OF COMPANY

Not all builders are created equal. Many builders focus on the work in the field but treat the work in the office as an afterthought, and do just enough to get by. This apathy leads to inefficiency and lack of financial control. Clarity takes a different approach by providing you more bids and more documentation to prove that we are in control of your finances and have your interests.

	Clarity	The Other Guys
Open book accounting : You see all invoices and receipts	✓	✗
No management fees applied to discretionary items	✓	✗
Quality is non-negotiable. It is right or it is redone	✓	✗
Sophisticated, tech driven, administration & communication	✓	✗
Shared bank account for complete visibility of your project	✓	✗
24 month warranty, baked into all subcontractor agreements	✓	✗

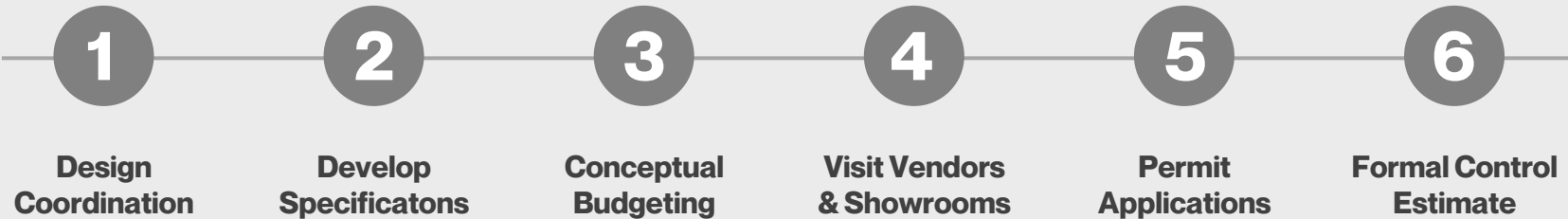
MODERN CONSTRUCTION MANAGEMENT EMBRACES SOFTWARE

The open approach to project management is fueled by a number of specialized software packages that have been interconnected using their open APIs



DESIGN DEVELOPMENT & SELECTIONS

Clarity is instrumental in the pre-construction phase of the project by systematically obtaining selections from homeowners and the design team



Clarity prepares meeting agendas and issues minutes for every meeting to keep track of important design decisions

SAMPLE SELECTIONS SCHEDULE

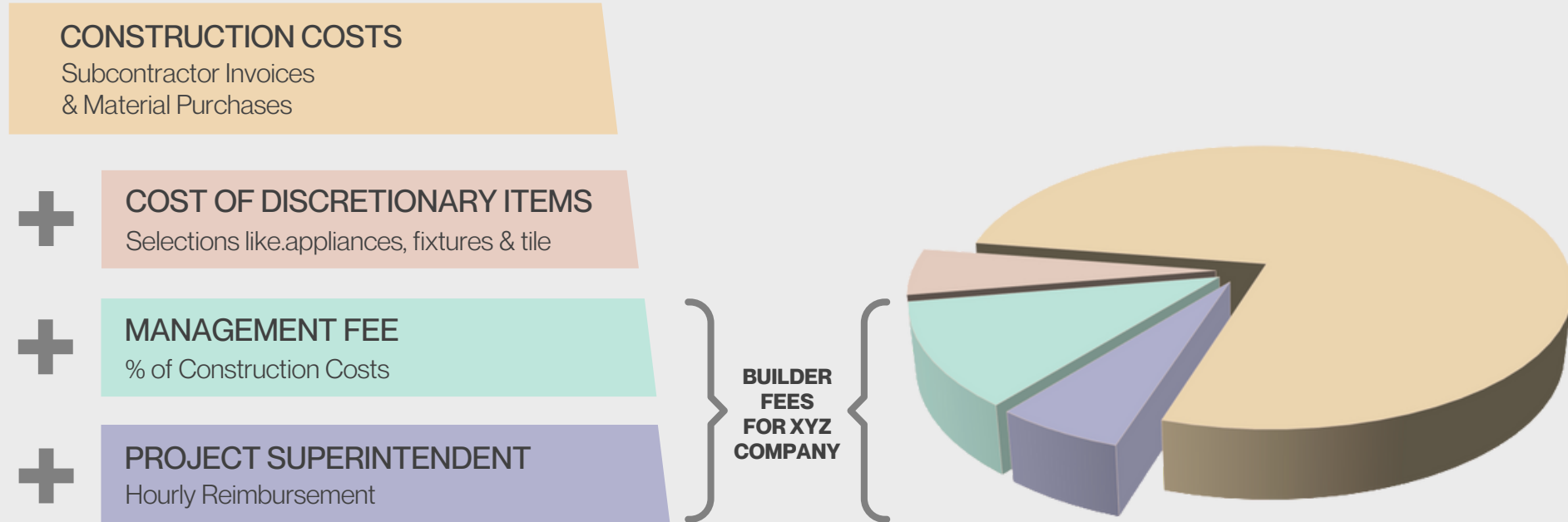
The key to a successful project is to plan ahead and Clarity is involved in the early preconstruction phase of a project. This provides the ability to refine the budget through design iterations

Clarity provides cost analysis and value engineering services to enable confident recommendations for the various design considerations

	COMPLETED	NOVEMBER	DECEMBER	JANUARY
Structural Items				
Exterior stone blend	Yes	Completed		
Timberframe Species	No		12-02-21	
Roofing Materials	No		11-02-21	
Long Lead Time Items				
Windows	Yes	Completed		
Appliances	No			
Kitchen Design	Yes		11-15-21	Completed
Garage Doors	No			

PROJECT COSTS AND BUILDER FEES

Clarity operates as a cost-plus-fee builder and earns a fee based on a percentage of the construction costs and the hourly reimbursement for jobsite supervision.



TOTAL BUILDER COSTS

- +** **COST OF LAND**
 - +** **DESIGN FEES**
 - +** **LANDSCAPING**
 - +** **FURNISHINGS**
- Funded directly by the homeowners

TOTAL PROJECT COSTS

EXPLANATION OF PROJECT COSTS

Homeowners enjoy the transparency of working with Clarity. Diligent administration, ensures that all of the project documents and finances are securely available online



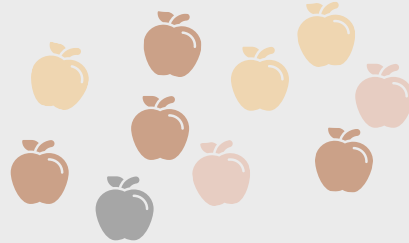
COMPARING CLARITY COSTS VS. OTHER BUILDERS

When reviewing proposals from multiple builders it is important to recognize that an apples to apples comparison can be elusive

CONSTRUCTION COSTS

Many, many variables

A custom home is a combination of thousands of parts that need to be designed and selected. At the budgeting stage, only a fraction of these decisions have been made. The assumptions that are made by different builders can cause significant swings in pricing. Up and down



Apples to apples is elusive

Comparing costs between multiple builders can be difficult. Proper evaluation requires time and effort to figure out the inconsistencies.

Budget categories can be confusing

The grouping of costs into categories will vary from one builder to the next, and attempting a side by side comparison is fraught with difficulty. For example, the installation of the windows could be in the framing category or placed the windows category.

If you have not done so already, ask your Architect for help with evaluating the proposals that you are considering.

DISCRETIONARY ITEMS

Many builders see these items as high-ticket profit centers. The more that homeowners spend on these items, the more the builder stands to profit, without any real additional effort. Clarity does not apply any management fee to appliances, hardware, plumbing fixtures, tile materials or countertops.

MANAGEMENT FEE

Applying a percentage to the costs of construction seems like it should be a straightforward calculation. When reviewing proposals from other builders, ask which cost categories do not attract the fee percentage. Some builders apply fee on top of their employee costs which can double dip their profit.

PROJECT SUPERINTENDENT

The construction of complex custom homes requires full time oversight by experienced superintendents. Some builders may only provide a full time junior superintendent who reports to a senior superintendent. The added layers of management and the inexperience can put a project at risk.

BUDGET PRESENTATION

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KNOWLEDGE MANAGEMENT

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