**12 Stones Building Company Design Brief**

* We’re using WordPress for our site.
* We REALLY would prefer a test site so we can see how the site responds & click around. This will increase the chances of us choosing you.
* We purchased [the Divi Theme from Elegant Themes](https://www.elegantthemes.com/gallery/divi/) and would like our website designed using their tools/pages/etc.
* **Please use the contact info provided below**

**Contact info to go on the website**:

Address:

211 S. Salem Street, Suite C  
Apex, NC 27502

Phone: 919.589.7088

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Website examples that we like and can be modeled after:

[**https://casedesign.com/**](https://casedesign.com/)**- We like the clean/bright look of this site.**

[**https://hbdallas.com/**](https://hbdallas.com/)

[**https://www.distinctiveremodeling.com/**](https://www.distinctiveremodeling.com/)

<https://choosingdayton.com/> - I like how the two buttons on the top fold move in towards the middle when the page loads. I also like the look/feel of the page. The thing we don’t like & don’t want is their nav bar.

The logo is also uploaded and we’d like to use the same blue & gray that’s in that logo. The blue is: **CMYK 70,21,4,0**

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**Website pages**

**Top level menu**:

1) Getting Started

2) Who We Are

3) Specialties

4) Portfolio

5) Contact Us

**Sub level menus:**

Under “Getting Started”

*Our process*

*What to expect*

*FAQs*

Under “Who We Are”

*Our story*

*12 Stones team*

*Testimonials*

Under “Specialties”

*Remodeling*

*New home construction*

*Additions*

Under “Portfolio”

*Before and after*

*Kitchens*

*Bathrooms*

*Whole house*

Under “Contact Us”

*Contact form*

*Link to BuilderTrend*

I’ll upload the headshots for each of the people on the 12 Stones team. Their bio is listed below:

**Ryan McLaurin**

President Ryan McLaurin manages the Apex Floor & Tile team with a passion for interior remodeling and small business development. After graduating from UNC-Wilmington with a BS in Finance, he dove into the world of flooring and home renovations. After several years of experience in sales, warehousing and estimating, he acquired Apex Floor & Tile from his father and managing partner, Preston. Ryan is a detail-oriented “digit head”, that thrives in the role of managing a small business internally through excellent customer service, competitive pricing and superior workmanship. In his free time, Ryan enjoys performing with his indie rock band throughout downtown Raleigh, playing basketball and spending time with his family and friends.

### Preston McLaurin

Founder Preston McLaurin divides his time between directing sales and managing projects from a hands-on approach. Having been in the flooring industry for over 20 years, he provides the Apex Floor & Tile team with knowledge and expertise in everything related to remodeling. Known by most as “the guy to get something done,” he has built a reputation of being able to perform any reconstruction or remodeling project. Preston is a Raleigh-native that has raised his family of 5 children locally in Apex; along with building a strong and reliable network of friends and business associates. Preston enjoys spending time with his wife, Lori, and his grandchildren- Elizabeth, Gretchen, Chloe, William, Peyton & Layton.  Aside from his family time he is heavily involved in local ministry with Western Wake Young Life and Hope Community Church, in addition to watching sports and embellishing fishing stories.

### Jonathan Bumgarner

Jon manages Apex Floor and Tile’s projects- from scheduling workers to final touches on all their remodeling jobs. Having grown up on a sawmill and helping his dad build houses, Jon has been around construction for years. He brings this knowledge and his knack for working with people to the Apex Floor and Tile team. Jon graduated from Appalachian State University with a degree in criminal justice. After working 10 years as a police officer, he joined the Apex Floor & Tile team. In his spare time, Jon enjoys coaching CrossFit, serving at Hope Community Church, working on house projects with his wife Brittany and playing with his daughters Elizabeth & Gretchen and their Dane Bruce.

### ****Jon Walters****

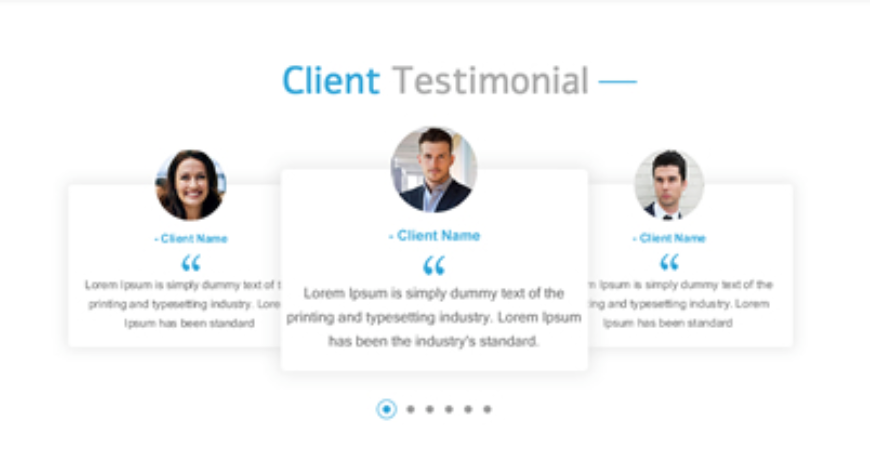
A Raleigh native and NCSU graduate with a BS in Business Management/Finance, Jon has been intrigued with how things are built since a young age.  As a kid, he often tore apart toys to learn how they worked and continuously reconfigured the treehouse his Dad built for him.  After 12 years at SAS in sales and marketing management roles, Jon joined the Apex Floor & Tile team and develops customer quotes and sales.  He also provides organizational support to ensure the teams in the field have materials needed to fulfill customer projects.  Jon has a keen interest in developing positive customer experiences and maximizing business efficiency.  In his spare time, Jon enjoys spending time with his wife, Sara, four children, and Border Collie, often camping and boating together.  A member of Hope Community Church, he has a heart for investing in the lives of other men as they enhance their relationship with God and their spouse.

**Updates as of 6/20/18**:

* We, as a company, **REALLY** like the look/feel of this website: <https://hbdallas.com/> and would like to model a lot of their layout, design, & language but still using the Divi theme if possible.
* Using the Divi theme isn’t required, but preferred. If we get a custom design it’s good in the beginning but we wouldn’t have the Divi tools to use in the future.
* On the top fold of our home page we want it to say:

“**Your design and remodel partner for life**”

* For the client testimonial section, we like this look/feel:



* For our portfolio page/section we’d like the section title to say, “**Transformations within your reach**” like on <https://hbdallas.com> ‘s home page
* For the call to action section usually called “contact us” or “free quote” we want it to say, “**Start planning your project**” – Similar to this:

Taken from: <https://hbdallas.com/specialties/kitchens/>