



**PRK Williams
Building Group**
Develop • Design • Build • Remodel

CUSTOM HOME BUILDING GUIDE

Building Dreams Into Dream Homes



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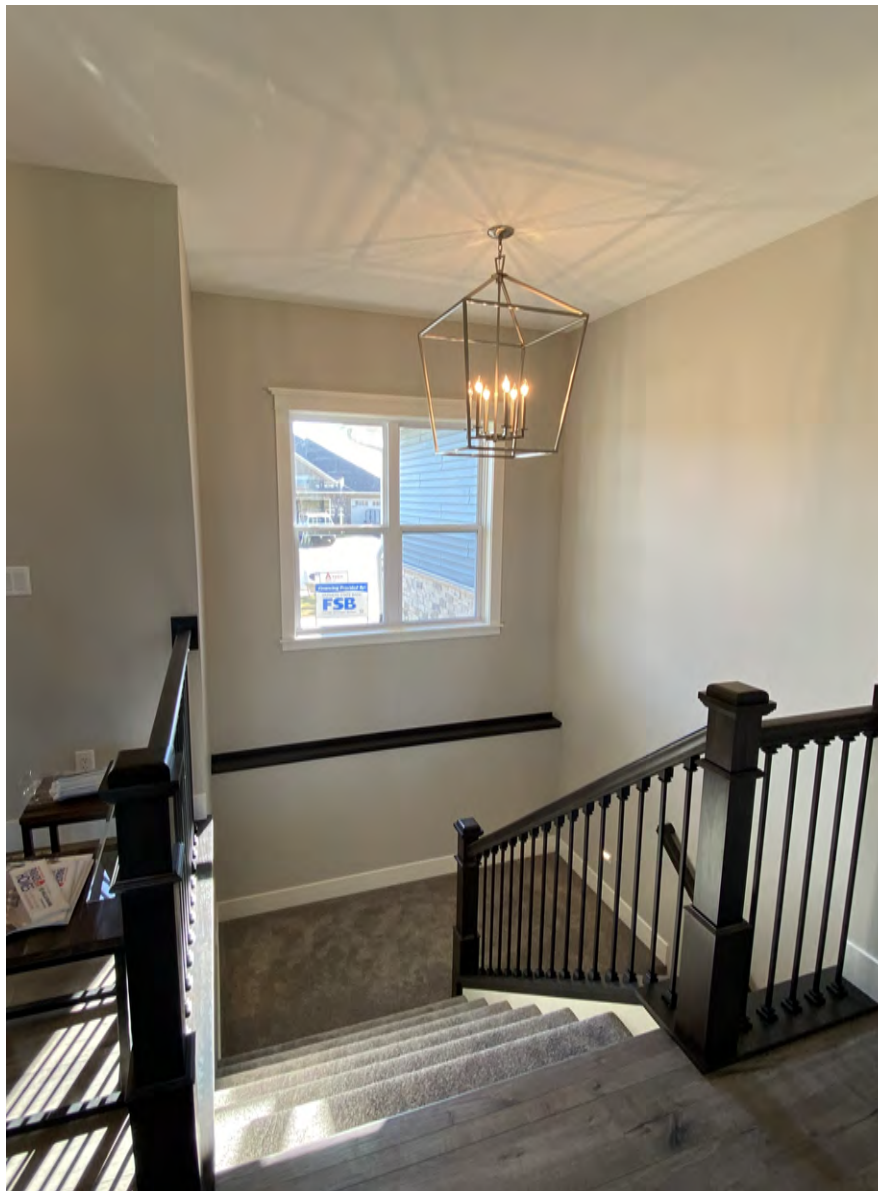


INTRODUCTION

Since 2009, PRK Williams Building Group has focused, first and foremost, on building trust with our clients. Whether we are working together to build your dream home or that kitchen you've always wanted, we take great pride when you trust us to be your partner.

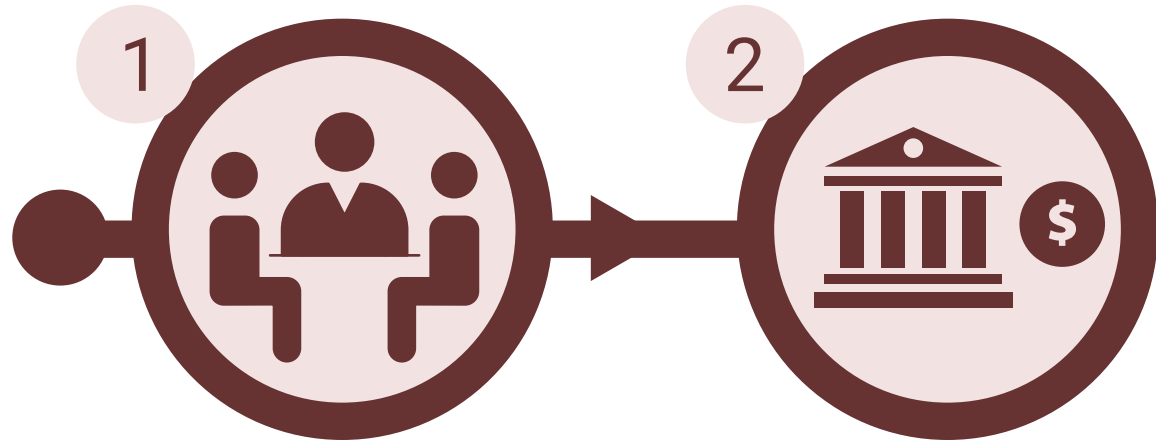
With more than 150 years of combined experience, the PRK Williams Building Group Team has the knowledge and expertise to make your project a success. PRK Williams Building Group specializes in custom home building, quick move-in homes, remodeling and healthy homes. Our attention to detail and open lines of communication keep our customers satisfied. Our highly skilled and conscientious employees provide peace of mind during building and remodeling. We help with every step – from location to finishing touches. We look forward to working with you to design and build a home that compliments your lifestyle. There has never been a better time to design and build the home of your dreams.

This guide breaks down the home-building process and seeks to provide clarity to a traditionally overwhelming process. PRK Williams Building Group strives to make the home-building process as streamlined and stress-free as possible.



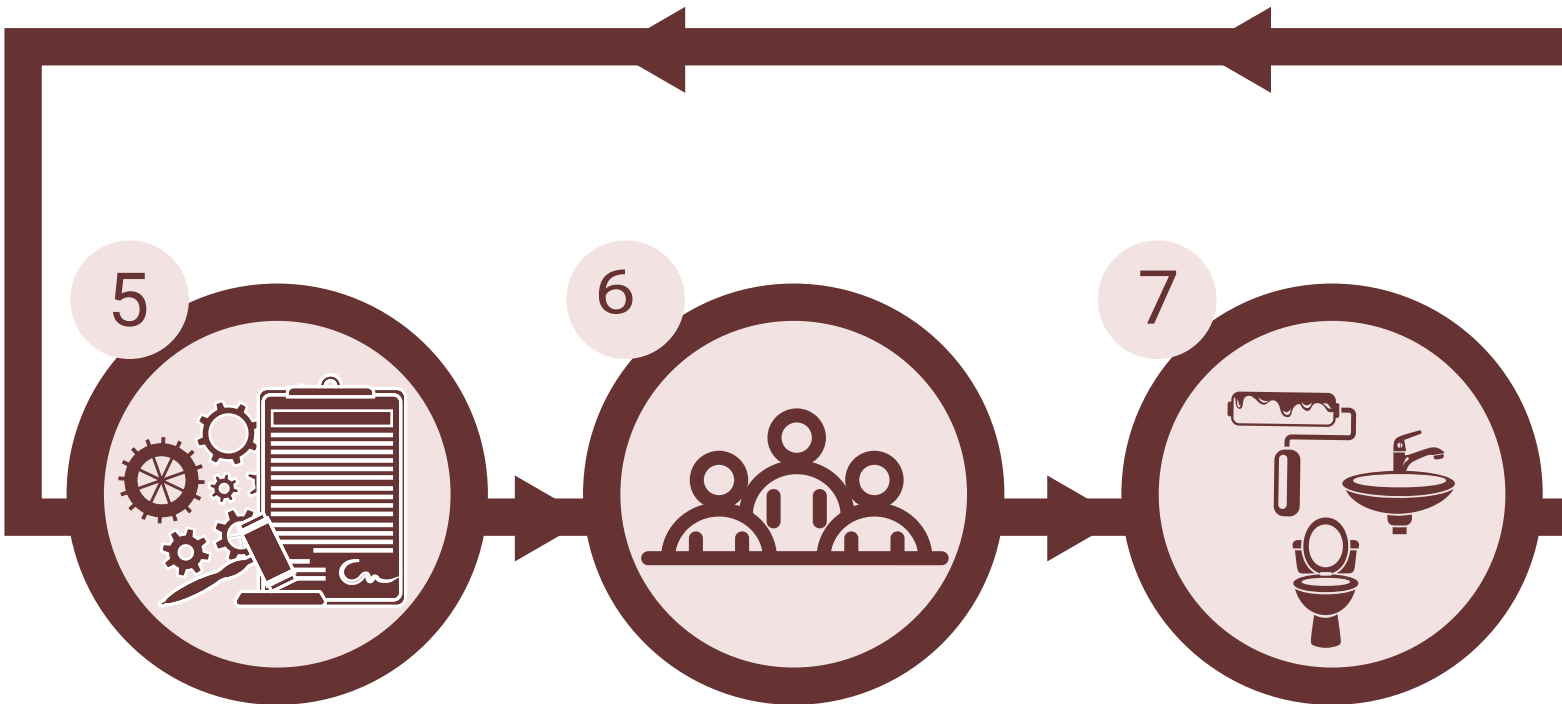
THE PROCESS

These are the most essential stages of the custom home building process. Getting each stage right is the key to a successful project.



1
Initial Consultation
Conversation on vision, budget and location

2
Pre-Approval
Lender pre-approval to determine home budget



5
Submit Permits
Design plans will be engineered and submitted for city permits

6
Project Kickoff
Meet with our project manager to review the stages

7
Selections
You will be busy making interior design selections



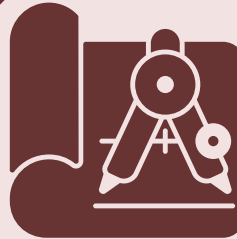
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Find Your Lot

Guidance on picking the right lot based on your lifestyle

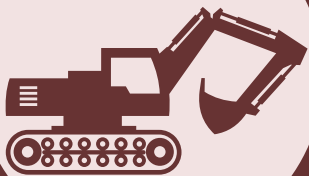
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Design Home

Our architect will design your home to your specific needs

8



Break Ground

Once permits are received, we are cleared to begin construction

9



Construction

Dirt will be moved, concrete poured and walls will be built

10



Closeout

House is 99% complete! Final walk through with our project manager

SELECTING A TEAM



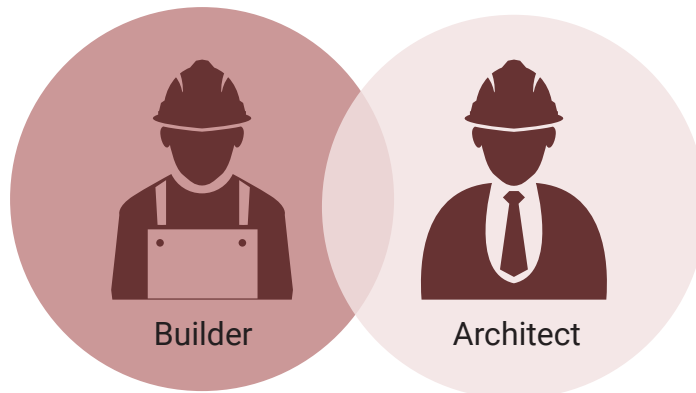
Finding the team that is right for you is one of the most important stages of the home building process.

We recommend choosing your builder and architect/designer as early as possible in the process. It is important to make sure that everyone is working together from the start. This will ensure a smooth process of collaboration during the design stage.

Many homeowners make the mistake of working first with their architect and later sourcing a contractor. This approach may lead to getting incorrect bids resulting in an estimate that is far off from your planned budget.



Collaboration



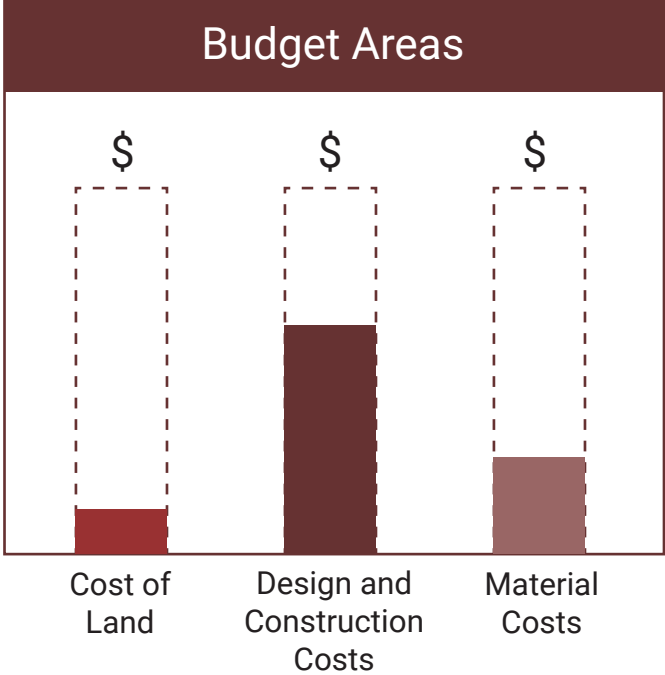
DEVELOPING A BUDGET

After finding the team that is right for you, the next step is to establish your budget.

When buying a home, the three main budget areas are:

- Cost of land
- Design and construction costs
- Cost of material choices

Every family will have different needs. Depending on your lifestyle, plan according to your priority areas.

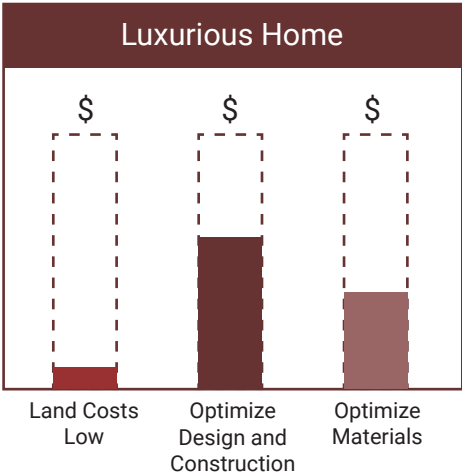


Budget Scenarios to Consider

Are you looking for a big, vast lot with lots of room? Consider building a smaller home and/or selecting less luxurious materials in low traffic areas.



Are you looking for a luxurious home with high-end fixtures and modern living style? Invest in a smaller lot to reduce costs.



COST



One of the most important factors of the custom home building process is cost. Any good builder will tell you it is impossible to provide an exact estimate without first reviewing the specifics of the design. We can help you identify the factors which will make up the total cost of your custom home.

Land and Size of Your Home

The first step of the process begins with selecting the property your new home will be built on. The cost of the home will include not only house construction, but also land preparation.

The cost of land preparation will vary greatly depending on the land type. If you are building in a sloped terrain with much vegetation and trees, costs will be higher due to the work needed to remove trees and to have the slope graded.

Partnering with the right builder will ensure you are advised early on, to help identify any roadblocks you may encounter when beginning land preparation. This will not only make the process smoother, but will save you money in the long run. A house size is determined by measuring its square footage. Generally speaking, in construction, the bigger the home, the larger the overall cost of the project.

Design

The second cost factor to consider is costs associated with hiring the architect. You will want to make sure you have a dependable builder on your side as you are working with the architect. It is very important to ensure your architect and builder are on the same page of the design. This will allow you to understand costs early on and to avoid surprises. A smooth collaboration between architect and builder allows the builder to advise the architect on updated costs of materials and other potential build costs that otherwise the architect may not be aware of.

Foundation

The foundation marks the starting point of your new home. It will become the base and supporting structure of the home you will design and build. There are a few options when choosing a foundation, some more expensive than others.

To maximize your available square footage, it is a good idea to build a basement. While basements create an additional living space, they also add an extra cost to the budget. A crawl space and a slab on grade are more affordable options to reduce costs in this step of the process. Overall foundation costs will also vary depending on how much preparation is needed for the foundation type (amount of excavation needed, clearing debris, etc).



Materials

Your material selection will be a big part of your overall budget. Materials selection generally includes flooring, cabinets, countertops, lighting, finishes and many others. Choosing high quality materials can provide a luxurious feel to the home, but can also greatly add costs to your project budget. If your budget is tight, consider focusing on certain spaces in your home where you spend most of your time. This will better help in making decisions for material selections.

In-Home Systems

In-home systems include the functioning pieces inside your home supplying you with water, electricity, heating and cooling. Some may decide they want to take it one step further and add more technology for entertainment such as built in sound systems or home theater systems. You can additionally include an added layer of control for your home with smart home technology.

Recently, there has been a need to add healthy home systems inside your home to improve the health of your space. Upgrades can be made to your HVAC system, flooring, water system and other material selections to improve the overall health of your spaces. Depending on the type of systems, the cost will vary for this step. Make sure to talk to your builder about understanding your essential vs non-essential systems and to understand the healthy home features available to you.

Exteriors

The final design touch will include the space surrounding your home. You may consider adding a deck, patio, outdoor kitchen or bar and possibly even a pool!

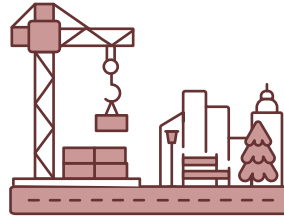
What type of walkway do you prefer, cement, stone or pavers? Do you prefer lots of plants surrounding the house, or plenty of open grass area? Your builder can advise you on your choices based on your interests.



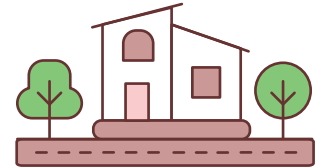
BUYING LAND

Choosing the right lot to build your dream home doesn't have to be stressful if you are working with a well-connected builder. Partnering with a builder during this stage will allow you to better understand all the options you will need to consider.

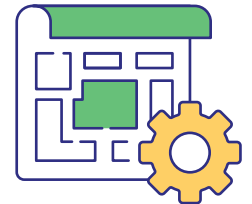
Options to Consider



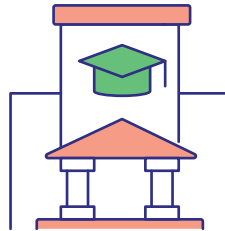
New developments coming to the area, which may result in increased property values.



Longevity of the community.



Existing zoning laws.



Local school district.



Obstacles in the lot requiring extra excavation.



Quiet or busy neighborhood roads.



Previous selling price of lot.

Partnering with a well-connected realtor will also help you take into consideration all of your options. Don't take it upon yourself to do all the research. Let a realtor partner help you.



THE DESIGN

The Design stage is one of the most exciting stages. This is the opportunity to make your dreams a reality with the help of your builder and architect. The job of the builder and architect is to make your vision come true, while staying on budget.

As mentioned earlier, it is very important to ensure your architect and builder are on the same page throughout the process. It is normal to dream big, but it is equally important to stay within a budget you planned for from the start.

Having your builder and architect work together will allow for a constant feedback loop of updated design and updated pricing. This approach will make sure you always stay in your spending path and don't get deviated off track. A good builder and architect will work with you to optimize your key areas of interest to get the most out of your budget.



THE BUILD



After the design is completed and signed off, it is time to begin construction!

Your home will take about 6 - 12 months to complete, depending on the size of your home and uniqueness of the design. Other factors which could affect the building timeline are delays and disruptions in the supply chain due to unforeseen or naturally occurring conditions.

To track the status of your home build, make sure to work with your builder to understand the project

management software they will use. PRK Williams Building Group uses state of the art project management software for the construction and remodeling industry.

The use of our project management software also ensures that you have the information you need readily available to you from your phone. You will be able to track the schedule, the daily logs, selections, record logs of past conversations and any change orders that are processed.



ABOUT PRK WILLIAMS BUILDING GROUP

In Business Since 2009

With more than 150 years of combined experience, PRK Williams Building Group specializes in custom quick move-in and healthy home building. Highly skilled and conscientious employees will provide you peace of mind during the building and remodeling process. From location to finishing touches, we will help you with every step.

Licensed, Bonded and Insured

It is important to trust the contractor, subcontractor and their crews in your home or business. Therefore, your first and most important decision for any building or remodeling project is finding and selecting the right contractor.

Our project managers look forward to working with you. They will evaluate your needs by learning about your dreams and provide the best options to fit your budget. As a result, you can rest assured that your building or remodeling experience will be enjoyable and stress free.

Award Winning Home Builder

PRK Williams Building Group is an award winning home builder!

We are honored to have been awarded the Parade of Homes 2022 Best-in-Class Award by the Greater Cedar Rapids Housing & Building

Association. This award is outstanding recognition for our team that puts so much hard work into creating gorgeous homes.

Our Team

To meet your needs, our team is hand selected by Patrick Williams, CEO and owner of PRK Williams Building Group. Each of our staff brings with them a high level of skill, professionalism, dedication and superior customer service. In addition, our excellent support team manages all of the “behind-the-scenes” tasks required to make your building project a success. From accounts payable/receivable to customer service, this team is the backbone of the company. Their support elevates the company and keeps everything running smoothly.





FREQUENTLY ASKED QUESTIONS

Should I build a home or buy a home?

The answer boils down to what is most important to you. An existing home may be located in an established neighborhood or near a specific school where new construction isn't possible. On the other hand, new construction allows for ultimate customization. If you're looking to create your dream home without the limitations of someone else's creation, a new construction custom home may be the choice for you.

What is the difference between a spec home and a custom home?

A spec home is a home built without a specific owner in mind. Its style and product options will be a blend of what the builder believes the market wants.

Why should I choose a custom home?

The answer is simple. A custom home build ensures you're getting exactly what you want, where you want it, with a professional team behind you to help guide you through the process. With a custom home you ultimately end up with the best value for your budget.

How do I prepare to build a home?

The first step is to do your research on the home-building process. If you have friends or family that have built recently, get their perspective.

What things should I consider when designing my home?

When deciding on a plan for your custom home, the first question you should ask yourself is, "Why?" Why are you building a custom home? Is it to add more space for your growing family or downsize?

How will I share my custom home preferences?

PRK Williams Building Group will provide you with a Home Selection Guide. This guide outlines the items and selections that you will need to make for your new home and the deadline for each. Don't worry, you won't have to do this alone. The guide is a resource to help you through the process. Our team will be as involved or not involved in the actual selection process as you want.

How long does it take to build a custom home?

Every custom home is different, but anticipate that the process will take at least 8 to 12 months from the initial consultation to getting your keys.

I've heard that construction projects always run long. Is this true?

A construction project is unique to almost any product or service a person can purchase. Home building is inherently a long and complex process,



and because of this complexity, a number of things could cause a delay.

How much does a custom home cost?

The same elements that make a custom build so special—a one-of-a-kind home on an untouched piece of property—are also what make it a luxury item. We will work with you to develop a budget within your means while prioritizing your non-negotiables.

What if I already own a piece of land?

We are happy to build on land you already own. The team at PRK Williams Building Group is also happy to assist with the land buying process. Based on your home design we can help you find a lot that fits your needs. Another option is to purchase the land directly from PRK Williams Building Group. We have multiple lots throughout the metro area.

What is the communication procedure during the construction process?

Once we are ready to break ground, the Project Management Team will reach out to you to schedule a Project Kickoff meeting. During this meeting, the Project Management team will review a number of items with you including the project timeline, general construction expectations, selections with a timeline of when selections need to be made, and the communication schedule.

Can I visit the building site to see my home?

Absolutely! You are more than welcome to visit your site to check the milestones of your new home. However, for safety reasons you always need to be accompanied by your site supervisor. This is why these visits need to be organized by appointment with your consultant, and they will be conducted during regular working hours. You can book these visits and discuss any matters related to the construction of your home with our team.

Is there some sort of warranty?

We have a builder warranty and all appliances and systems come with their own warranties. It's up to you as the client to sign up for the non-builder warranties, but we provide you with a packet with all the information you need from each manufacturer. We also perform a one-year walk-through after you've been in your home for all four seasons to address any issues you may have experienced.



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