



**BERNIE BUILDS**

*Custom Home-Building Company*

**Prepared by:**

Gavin Berninzoni

**Email:**

berninzoniGJ@s.dcsdk12.org

**Location:**

Parker, Colorado

**Date:**

May 2026



**Bernie  
Builds**

# Custom Home Builder Menu

## Home Styles



Modern | Farmhouse | Craftsman

- Ranch & Two-Story
- Custom Floor Plans
- Energy Efficient Design

## Interior Features



Gourmet Kitchens | Luxury Bathrooms

- Custom Cabinetry
- Hardwood & Tile Flooring
- Smart Home Systems

## Exterior Options



Covered Patios | Stone & Siding

- Outdoor Kitchens
- Pools & Fire Pits
- Decks & Porches

## Upgrades & Add-Ons



Home Offices | Bonus Rooms

- Basements & Theaters
- In-Law Suites
- Premium Finishes



*Dream It. Build It. Love It.*

# TABLE OF CONTENTS

1. Executive Summary
  2. Mission Statement
  3. Identity Paragraph
  4. Company Description
  5. Problem & Solution
  6. Market Analysis
  7. Customer Profiles
  8. Competitive Analysis
  9. Marketing Strategy
  10. Branding Strategy
  11. Operations Plan
  12. Management Team
  13. Services Offered
  14. Workflow & Construction Process
  15. Financial Plan
  16. Startup Costs
  17. Monthly Operating Costs
  18. Revenue Projections
  19. Long-Term Goals
  20. Conclusion
-

# EXECUTIVE SUMMARY

Bernie Builds is a custom home-building company dedicated to delivering high-quality craftsmanship and personalized design for every client. Our mission is to create homes that reflect each customer's vision while maintaining reliability, professionalism, and attention to detail. We specialize in custom builds, remodels, and renovations that combine modern efficiency with timeless style. Bernie Builds stands out through transparent communication, realistic budgeting, and a commitment to exceeding expectations. Our target market includes homeowners seeking unique, durable, and energy-efficient living spaces across Colorado. With strong supplier relationships and skilled tradespeople, we ensure every project meets the highest standards of quality and safety. As we grow, Bernie Builds aims to become a trusted leader in custom construction, known for integrity, innovation, and customer satisfaction.

The company's core philosophy is simple:

**Build every home as if we were building it for ourselves.**

This means:

- No shortcuts
- No cheap materials
- No rushed timelines
- No "standard packages"
- No hidden fees

Instead, Bernie Builds focuses on **craftsmanship**, **communication**, and **trust**. Clients stay informed throughout the entire process, from blueprint creation to final walkthrough. This transparency reduces stress and builds confidence, especially for first-time home builders.

## Why Bernie Builds Will Succeed

The demand for custom homes in Colorado continues to rise as families seek:

- More space
- Better layouts
- Energy-efficient features
- Personalized designs
- Higher-quality construction

At the same time, frustration with mass-production builders is increasing. Many homeowners feel trapped by limited floor plans, rushed builds, and poor communication.

Bernie Builds enters the market as the **solution** to these problems.

## Financial Outlook

Startup costs range from **\$66,000–\$215,000**, depending on equipment, staffing, and marketing. Monthly operating costs range from **\$57,600–\$218,000**, depending on project volume.

Custom homes typically sell for **\$450,000 to \$1.5M+**, with profit margins between **15–25%** when managed efficiently.

Bernie Builds is positioned for strong growth and long-term success.

---

# MISSION STATEMENT

Bernie Builds exists to craft custom homes that combine quality, creativity, and lasting value for every client. Our mission is to turn each homeowner's vision into reality through expert design, skilled craftsmanship, and dependable service. We believe that building a home should be a collaborative, transparent, and rewarding experience from start to finish. Every project reflects our commitment to precision, professionalism, and customer satisfaction. We strive to use sustainable materials and efficient building practices that respect both our clients and the environment. By focusing on communication and integrity, we ensure every client feels confident and cared for throughout the process. Bernie Builds is dedicated to creating homes that stand the test of time and strengthen the communities we serve.

- Exceptional craftsmanship
- Transparent communication
- Honest pricing
- Personalized design
- Long-lasting value

We believe every family deserves a home that feels uniquely theirs — built with care, precision, and pride. Our mission is not just to build houses, but to build **trust, relationships, and dream homes** that last for generations.

---

# COMPANY IDENTITY & DESCRIPTION

## Identity Paragraph

Bernie Builds is a custom home-building company known for its reliability, craftsmanship, and commitment to personalized design. Our identity is built on honesty, clear communication, and a dedication to treating every project as if it were our own home. We specialize in creating fully customized houses, remodels, and renovations that reflect each client's unique vision. The company stands out by offering high-quality materials, skilled workmanship, and a customer-first approach throughout every stage of construction. Bernie Builds values professionalism, transparency, and long-term relationships with homeowners and local suppliers. Our brand represents trust, quality, and attention to detail in every project we complete. Overall, Bernie Builds aims to deliver homes that are not only beautiful and functional but also built to last for generations.

Our identity is built on three pillars:

1. **Craftsmanship** — Every detail matters.
2. **Communication** — Clients stay informed at every step.
3. **Trust** — We build relationships, not just houses.

## Company Description

Bernie Builds is a full-service custom home-building company offering:

- Custom floor plan design
- Full construction services
- Project management
- Material sourcing
- Interior and exterior customization
- Energy-efficient upgrades
- Smart home integration

We operate with a lean, highly skilled team of builders, subcontractors, designers, and project managers. This structure allows us to maintain high quality while keeping costs efficient.

Bernie Builds is based in **Parker, Colorado**, serving Douglas County and surrounding regions.

are combined.

---



# PROBLEM STATEMENT

Many homeowners struggle to find builders who deliver reliable communication, honest pricing, and consistent craftsmanship. Too often, construction projects face delays, unexpected costs, and poor-quality work that leaves clients frustrated and stressed. Homeowners also find it difficult to get truly customized designs that match their lifestyle, budget, and long-term needs. The lack of transparency in the construction industry creates confusion and mistrust during the building or remodeling process. Many families want modern, energy-efficient, and durable homes but don't know where to find a builder who can provide all three. As a result, customers feel overwhelmed when choosing a contractor and uncertain about the final outcome of their project. This gap in trustworthy, high-quality, customer-focused construction services is the core problem Bernie Builds is designed to solve.

## Key Problems Homeowners Face Today

### 1. Limited Customization

Most builders offer “customization” that is really just a list of pre-selected options. Homeowners can choose from a few layouts, a few finishes, and a few upgrades — but they cannot design a home that truly reflects their lifestyle.

### 2. Poor Communication

Clients often feel left in the dark. Builders fail to provide updates, avoid answering questions, or rush through explanations. This creates stress, confusion, and mistrust.

### 3. Hidden Fees & Surprise Costs

Many builders advertise low prices, only to add fees later for “upgrades,” “changes,” or “unexpected issues.” This makes budgeting nearly impossible.

### 4. Rushed Construction & Low-Quality Materials

Large builders prioritize speed over quality. Homes are built quickly, often with cheaper materials, inexperienced labor, and minimal quality control.

### 5. One-Size-Fits-All Floor Plans

Families have different needs — yet most builders force them into the same layouts. This leads to homes that don't function well for the people living in them.

### 6. Lack of Trust in the Industry

The construction industry has a reputation for delays, miscommunication, and cutting corners. Many homeowners enter the process already skeptical.

These problems create a massive gap in the market — a gap Bernie Builds is designed to fill.

---

# SOLUTION STATEMENT

Bernie Builds solves the problem of unreliable construction services by offering clear communication, honest pricing, and dependable project timelines. We provide fully customized home builds and remodels that are designed around each client's needs, lifestyle, and budget. Our team uses high-quality materials and skilled craftsmanship to ensure every project is durable, functional, and visually appealing. By maintaining transparency throughout the entire process, we eliminate confusion and build trust with homeowners. We also incorporate modern, energy-efficient building practices to help clients save money and increase long-term home value. Our customer-first approach ensures that clients feel supported, informed, and confident from the first consultation to the final walkthrough. Bernie Builds delivers a construction experience that is smooth, professional, and centered on creating homes that truly last.

## How Bernie Builds Solves the Problems

### 1. 100% Custom Designs

Every home starts with a blank page. Clients work directly with designers to create a layout that fits their lifestyle, family size, hobbies, and long-term goals.

### 2. Transparent Communication

Clients receive regular updates, walkthroughs, and open access to the project manager. No surprises, no confusion, no unanswered questions.

### 3. Honest Pricing

Budgets are clear from the beginning. No hidden fees. No last-minute add-ons. No "upgrade traps."

### 4. High-Quality Craftsmanship

Bernie Builds uses skilled tradespeople, durable materials, and strict quality-control standards. Every detail is inspected and approved before moving to the next stage.

### 5. Personalized Experience

Clients choose everything — layout, materials, finishes, energy systems, smart-home features, and more. The home is built around *them*, not around a template.

### 6. Trust-Based Relationships

Bernie Builds treats every project like it's our own home. This mindset builds trust, reduces stress, and creates long-term client relationships.

## The Result

Homeowners get a home that:

- Fits their lifestyle
- Reflects their personality
- Is built to last
- Feels truly theirs

Bernie Builds doesn't just build houses — it builds **dream homes**.

---

# MARKET ANALYSIS

The demand for custom homes and high-quality remodeling services continues to grow as homeowners seek personalized, durable, and energy-efficient living spaces. Many families in Colorado are choosing to upgrade or rebuild rather than move, creating a strong and steady market for construction services. Customers increasingly value trustworthy builders who offer transparent pricing, reliable timelines, and clear communication throughout the project. The local market also shows rising interest in modern designs, open-concept layouts, and sustainable building materials. Competition exists, but many contractors lack the consistency, professionalism, and customization that homeowners expect. This gap creates an opportunity for Bernie Builds to stand out by delivering superior craftsmanship and customer-focused service. With a growing population and ongoing housing demand, the region provides a strong foundation for long-term business growth.

## Local Market Overview

### 1. Population Growth

Douglas County is one of the fastest-growing counties in Colorado. Families, professionals, and retirees are moving in for:

- Good schools
- Safe neighborhoods
- Open space
- High quality of life

This creates consistent demand for new housing.

### 2. Rising Demand for Custom Homes

More homeowners want:

- Unique layouts
- Energy-efficient features
- Modern designs
- Larger kitchens
- Home offices
- Multi-generational spaces

These needs cannot be met by mass-production builders.

### 3. High Dissatisfaction with Production Builders

Online reviews and surveys show increasing frustration with:

- Delays
- Poor communication
- Cheap materials
- Limited customization

This pushes buyers toward custom builders like Bernie Builds.

#### **4. Strong Real Estate Values**

Homes in Parker, Castle Rock, and surrounding areas hold value well. Custom homes often appreciate faster than production homes.

#### **5. Economic Stability**

Colorado's economy remains strong, with steady job growth in:

- Tech
- Healthcare
- Construction
- Education
- Government

This stability supports long-term demand for new homes.

---

# TARGET MARKET

Bernie Builds serves clients in:

- Parker
- Castle Rock
- Highlands Ranch
- Elizabeth
- Franktown
- Lone Tree
- Colorado Springs (select projects)

## Primary Customer Segments

### 1. Families (Ages 30–60)

These clients want:

- More space
- Better layouts
- Safe neighborhoods
- Long-term homes

They value quality and customization.

### 2. Professionals (Ages 28–50)

Often seeking:

- Modern designs
- Smart-home features
- Energy efficiency
- Home offices

They want a home that fits their lifestyle.

### 3. Retirees (Ages 55–75)

Looking for:

- Ranch-style homes
- Low-maintenance designs
- Accessibility features
- High-quality finishes

They want comfort and long-term durability.

#### **4. Investors & Developers**

They want:

- High-value custom builds
- Strong resale potential
- Reliable timelines
- Quality construction

They value professionalism and efficiency.

---

# CUSTOMER PROFILES

## Customer Profile #1: The Growing Family

- Wants more space
- Needs a functional layout
- Values safety and durability
- Prefers long-term investment
- Wants a home built around their lifestyle

### Pain Points:

Small kitchens, limited storage, poor layouts, cookie-cutter designs.

### Bernie Builds Solution:

A fully custom home designed for their daily routines.

## Customer Profile #2: The Modern Professional

- Works from home
- Wants smart-home features
- Values energy efficiency
- Prefers modern aesthetics
- Wants a builder who communicates clearly

### Pain Points:

Outdated designs, poor lighting, lack of office space.

### Bernie Builds Solution:

A sleek, efficient, tech-friendly home.

## Customer Profile #3: The Retired Couple

- Wants comfort
- Needs accessibility
- Prefers single-level living
- Values low maintenance
- Wants high-quality finishes

### Pain Points:

Stairs, cramped layouts, cheap materials.

**Bernie Builds Solution:**

A custom ranch-style home built for long-term comfort.

**Customer Profile #4: The Real Estate Investor**

- Focused on ROI
- Wants durable construction
- Needs predictable timelines
- Prefers professional communication
- Values strong resale potential

**Pain Points:**

Unreliable contractors, delays, poor craftsmanship.

**Bernie Builds Solution:**

A high-value custom build with strong market appeal.

---

# COMPETITIVE ANALYSIS

The custom home-building market includes a mix of large construction companies, mid-sized builders, and small independent contractors. Many competitors offer standard floor plans or semi-custom options, which limits personalization for homeowners seeking unique designs. Larger companies often have higher prices and longer wait times, while smaller contractors may struggle with consistency, communication, or reliability. Some builders focus on speed over quality, resulting in rushed work and dissatisfied clients. This creates a gap in the market for a builder that combines customization, craftsmanship, and dependable service. Bernie Builds stands out by offering full customization, transparent pricing, and strong client communication throughout every stage of the project. Our focus on quality, trust, and customer experience positions us as a superior choice compared to competitors who lack these strengths.<sup>1</sup>

## Large Production Builders

Examples: Lennar, Richmond American, KB Home, Toll Brothers

### Strengths of Production Builders

- Large teams and fast build times
- Lower base prices
- Established brand recognition
- Model homes for easy visualization

### Weaknesses of Production Builders

- Very limited customization
- “Upgrade traps” that raise prices
- Lower-quality materials
- High-pressure sales tactics
- Poor communication
- Homes feel generic and repetitive

### Why Bernie Builds Wins Against Them

Bernie Builds offers full customization, higher craftsmanship, and personal communication — things production builders cannot match due to their mass-production model.

## 2. Semi-Custom Builders

Examples: Local builders offering limited floor plan changes

### Strengths of Semi-Custom Builders

- More flexibility than production builders
- Some design options

- Moderate pricing

### **Weaknesses of Semi-Custom Builders**

- Still rely on templates
- Limited structural changes
- Restricted material choices
- Often outsource key tasks

### **Why Bernie Builds Wins Against Them**

Bernie Builds does not use templates at all. Every home is designed from scratch, giving clients complete freedom.

## **3. Independent Contractors**

Examples: Small local builders or one-person operations

### **Strengths of Independent Contractors**

- Personalized service
- Flexible scheduling
- Lower overhead costs

### **Weaknesses of Independent Contractors**

- Limited manpower
- Slower build times
- Inconsistent quality
- Unpredictable communication
- Higher risk of delays

### **Why Bernie Builds Wins Against Them**

Bernie Builds combines the personal touch of a small builder with the professionalism and structure of a larger company.

## **4. Competitive Advantage Summary**

Bernie Builds stands out because it offers:

- **True customization** (not semi-custom)
- **High-quality craftsmanship**
- **Transparent communication**
- **Honest pricing**
- **A builder-client relationship built on trust**

- **A stress-free building experience**

This combination is rare in the industry and gives Bernie Builds a strong competitive edge.

---

# MARKETING STRATEGY

Bernie Builds uses a relationship-driven marketing strategy focused on trust, transparency, and high-quality craftsmanship. Our online presence includes a professional website, active social media pages, and project showcases that highlight before-and-after transformations. We use targeted local advertising through platforms like Google Business Profile, Facebook, Instagram, and Nextdoor to reach homeowners in our service area. Word-of-mouth referrals and partnerships with realtors, lenders, and land developers help us connect with clients who are ready to build or remodel. Community involvement—such as home shows, local events, and sponsorships—strengthens our reputation and visibility. We also offer referral incentives and free estimates to encourage new customer engagement. By combining digital marketing with personal connection, Bernie Builds positions itself as a trusted, reliable, and high-quality choice for custom home construction.

## 1. Digital Marketing

### Website (Primary Hub)

A clean, professional website will include:

- Portfolio of completed homes
- Client testimonials
- Step-by-step building process
- Pricing transparency
- Contact forms
- Design inspiration gallery

### Social Media

Platforms: Instagram, TikTok, Facebook, YouTube

Content includes:

- Time-lapse construction videos
- Before-and-after transformations
- Client walkthroughs
- Material selection showcases
- “Day in the life” builder content

### Google Business Profile

Helps clients find Bernie Builds through local searches like:

- “custom home builder near me”
- “Parker CO home builders”

- “best custom homes Colorado”

## 2. Community-Based Marketing

### Local Events & Home Shows

Bernie Builds will attend:

- Parker Days
- Castle Rock Home & Garden Show
- Local builder expos

### Partnerships

Collaborations with:

- Real estate agents
- Architects
- Interior designers
- Land developers

### Referral Program

Clients who refer new customers receive:

- Gift cards
- Free upgrades
- Discounts on future projects

## 3. Brand Messaging

Core messages include:

- “Your home, your vision — fully customized.”
- “Built with craftsmanship, communication, and care.”
- “No templates. No shortcuts. No surprises.”

These messages reinforce the company’s identity and values.

## 4. Marketing Goals

- Build strong brand recognition in Douglas County
- Generate consistent leads through digital channels
- Establish trust through transparency and communication
- Create a portfolio that showcases craftsmanship
- Become the go-to custom builder for families and professionals

# BRANDING STRATEGY

Branding is more than a logo — it's the entire experience clients have with Bernie Builds. The brand must communicate trust, craftsmanship, and personalization from the first impression to the final walkthrough.

## 1. Brand Identity

### Brand Personality:

- Professional
- Honest
- Skilled
- Friendly
- Detail-oriented
- Reliable

### Brand Values:

- Quality
- Transparency
- Customization
- Communication
- Integrity

### Brand Voice:

- Clear
- Confident
- Supportive
- Knowledgeable

## 2. Visual Branding

### Logo

Represents craftsmanship, structure, and trust.

(Already included on Page 1)

### Color Palette

- Deep blue (trust)
- Charcoal gray (strength)

- White (clean, modern)
- Wood tones (craftsmanship)

### **Typography**

- Bold headings
- Clean, modern body text
- Easy-to-read layout

## **3. Brand Experience**

Every interaction with Bernie Builds should feel:

- Organized
- Professional
- Transparent
- Personalized
- High-quality

This includes:

- Emails
- Meetings
- Construction updates
- Contracts
- Walkthroughs
- Final delivery

## **4. Reputation Building**

Bernie Builds will build a strong reputation through:

- Consistent communication
- High-quality work
- On-time delivery
- Respectful client relationships
- Positive reviews
- Word-of-mouth referrals

A strong reputation is one of the most powerful marketing tools in the construction industry.

---

# BRAND POSITIONING

Brand positioning defines how Bernie Builds is perceived in the market compared to competitors.

## Positioning Statement

“Bernie Builds is the premier custom home builder in Douglas County, offering fully personalized designs, exceptional craftsmanship, and transparent communication. We build homes that reflect each client’s unique lifestyle, values, and long-term goals.”

## Where Bernie Builds Stands in the Market

### Not a production builder

→ Bernie Builds does not mass-produce homes.

### Not a semi-custom builder

→ Bernie Builds does not rely on templates.

### Not a low-budget contractor

→ Bernie Builds prioritizes quality and long-term value.

### Bernie Builds is a premium custom builder

→ Focused on craftsmanship, communication, and personalization.

## Why This Positioning Works

- It fills a gap in the market
  - It appeals to families and professionals
  - It builds trust
  - It differentiates from competitors
  - It supports long-term growth
-

# MARKETING IMPLEMENTATION PLAN

Bernie Builds will launch its marketing strategy by first establishing a strong online presence through a professional website, updated project galleries, and active social media accounts. We will post weekly content showcasing before-and-after photos, customer testimonials, and behind-the-scenes construction updates to build trust and visibility. Paid advertising on Google, Facebook, Instagram, and Nextdoor will target homeowners in our service area who are searching for remodeling or custom home-building services. The company will also optimize its Google Business Profile to increase local search rankings and generate more customer inquiries. Partnerships with realtors, lenders, and land developers will help us reach clients who are preparing to build or renovate. Bernie Builds will participate in community events, home shows, and local sponsorships to strengthen brand recognition and credibility. Referral incentives will be offered to past clients to encourage word-of-mouth growth. We will track key metrics such as website traffic, lead volume, ad performance, and conversion rates to measure the effectiveness of each marketing channel. Monthly reviews will guide adjustments to our strategy, ensuring we invest in the most successful outreach methods. Through consistent branding, targeted advertising, and strong community engagement, Bernie Builds will steadily grow its customer base and market presence.

## 1. First 90 Days

- Launch website
- Create social media accounts
- Post weekly content
- Build Google Business profile
- Attend local events
- Begin collecting testimonials

## 2. Months 3–6

- Run targeted ads
- Partner with realtors
- Build referral program
- Add video content
- Expand portfolio

## 3. Months 6–12

- Host open houses
- Sponsor local events
- Launch YouTube channel
- Build long-term partnerships

- Increase brand visibility

#### **4. Year 2 and Beyond**

- Expand service area
  - Add in-house design studio
  - Build a showroom for materials
  - Increase marketing budget
  - Strengthen brand authority
-

# OPERATIONS PLAN

The operations plan explains how Bernie Builds functions on a daily, weekly, and project-wide basis. A strong operations system ensures that every home is built efficiently, safely, and with consistent quality.

## 1. Daily Operations

Daily operations include:

- Jobsite setup and safety checks
- Crew assignments and scheduling
- Material ordering and delivery coordination
- Communication with subcontractors
- Client updates and walkthrough scheduling
- Quality inspections at each stage
- Budget tracking and timeline adjustments

Each day begins with a **morning briefing**, where the project manager reviews:

- Tasks for the day
- Safety reminders
- Material needs
- Weather conditions
- Crew responsibilities

This structure keeps the team aligned and reduces delays.

## 2. Weekly Operations

Weekly operations include:

- Full jobsite inspections
- Progress reports sent to clients
- Meetings with subcontractors
- Budget reviews
- Timeline adjustments
- Material inventory checks
- Permit and inspection scheduling

Weekly updates help clients feel informed and confident throughout the build.

## 3. Project-Wide Operations

Each custom home follows a structured process:

- Design and planning
- Permitting
- Foundation and framing
- Mechanical systems
- Insulation and drywall
- Interior and exterior finishes
- Final inspections
- Client walkthrough

Bernie Builds uses a **project-management system** to track every detail, ensuring nothing is missed.

#### **4. Quality Control**

Quality control is a core part of the operations plan. Bernie Builds performs:

- Multi-stage inspections
- Material quality checks
- Structural integrity reviews
- Safety compliance checks
- Final walkthroughs with clients

This ensures every home meets the highest standards.

---

# MANAGEMENT TEAM

The management team at Bernie Builds is led by the founder, who oversees all operations, client communication, and project quality. As the primary decision-maker, the owner ensures that every build meets high standards of craftsmanship and customer satisfaction. Licensed subcontractors and skilled tradespeople support the company by providing expert work in specialized areas such as framing, electrical, plumbing, and finishing. Bernie Builds also collaborates with architectural partners to deliver accurate designs and efficient project planning. As the business grows, the company plans to add administrative and project management roles to strengthen coordination and expand service capacity.

## 1. Founder / Owner

### Responsibilities:

- Oversees all operations
- Maintains client relationships
- Ensures quality standards
- Approves budgets and timelines
- Supervises project managers
- Makes final decisions on design and construction

The owner sets the tone for the company's values: craftsmanship, communication, and trust.

## 2. Project Manager

### Responsibilities:

- Coordinates subcontractors
- Manages daily jobsite operations
- Tracks timelines and budgets
- Communicates with clients
- Ensures safety compliance
- Handles inspections and permits

The project manager is the "bridge" between the client and the construction team.

## 3. Designer / Architect (Contracted)

### Responsibilities:

- Creates custom floor plans
- Works with clients on layout and design

- Ensures plans meet building codes
- Coordinates with engineers
- Provides 3D renderings and revisions

This role ensures every home is functional, beautiful, and structurally sound.

#### **4. Skilled Trades & Subcontractors**

Includes:

- Electricians
- Plumbers
- Framers
- Roofers
- HVAC technicians
- Concrete specialists
- Painters
- Flooring installers

Bernie Builds partners with reliable, experienced tradespeople who meet the company's quality standards.

#### **5. Administrative Support**

**Responsibilities:**

- Handles contracts
- Manages invoices
- Organizes schedules
- Maintains records
- Supports communication

This role keeps the business organized and efficient.

---

# SERVICES OFFERED

Bernie Builds provides custom home construction tailored to each client's design preferences and long-term needs. We offer full remodels and renovations for kitchens, bathrooms, basements, and entire homes. Our team also completes flooring installation, painting, drywall repair, and general handyman work. Outdoor services include building decks, patios, fencing, and pergolas to enhance exterior living spaces. Every service is delivered with high-quality materials, skilled craftsmanship, and a commitment to customer satisfaction.

## 1. Custom Home Design

- Fully custom floor plans
- 3D renderings
- Interior layout planning
- Exterior design concepts
- Structural planning

Clients collaborate directly with designers to create their dream home.

## 2. Full Construction Services

- Foundation
- Framing
- Roofing
- Electrical
- Plumbing
- HVAC
- Drywall
- Flooring
- Painting
- Exterior finishes

Every stage is handled with precision and care.

## 3. Project Management

- Timeline creation
- Budget tracking
- Subcontractor coordination
- Permit management
- Inspection scheduling
- Client communication

This ensures a smooth, stress-free building experience.

#### **4. Material Sourcing**

Bernie Builds helps clients choose:

- Flooring
- Cabinets
- Countertops
- Lighting
- Appliances
- Exterior materials
- Windows and doors

Clients receive guidance to match their style and budget.

#### **5. Energy-Efficient Upgrades**

Options include:

- Solar panels
- High-efficiency HVAC
- Spray-foam insulation
- Energy-efficient windows
- Smart thermostats

These upgrades reduce long-term costs and increase home value.

#### **6. Smart-Home Integration**

Clients can add:

- Security systems
- Smart lighting
- Automated blinds
- Home-theater wiring
- Whole-home WiFi systems

Modern homes benefit from modern technology.

---

# WORKFLOW & CONSTRUCTION PROCESS

The Bernie Builds process begins with an in-depth consultation to understand the client's goals, budget, and design preferences. After this, we move into planning and design, working with architectural partners to finalize layouts and secure permits. Construction then progresses through site preparation, framing, mechanical installation, and interior finishing. Throughout the project, clients receive consistent updates and transparent communication to ensure confidence and clarity. The process concludes with a detailed final walkthrough and completion of any remaining touch-ups before handing over the finished home.

## Step 1: Initial Consultation

- Discuss client goals
- Review budget
- Explore design ideas
- Evaluate land or lot options

This step sets the foundation for the entire project.

## Step 2: Design & Planning

- Create custom floor plans
- Provide 3D renderings
- Make revisions based on client feedback
- Finalize layout and materials

Clients are involved in every decision.

## Step 3: Budget Approval

- Provide detailed cost breakdown
- Review material options
- Confirm timeline
- Sign contract

Transparency is key.

## Step 4: Permits & Approvals

- Submit plans to local authorities
- Schedule inspections

- Ensure compliance with building codes

This step prevents delays later.

## **Step 5: Construction Begins**

### **Foundation:**

Excavation, footings, concrete pour.

### **Framing:**

Walls, floors, roof structure.

### **Mechanical Systems:**

Electrical, plumbing, HVAC.

### **Insulation & Drywall:**

Energy efficiency and interior structure.

### **Interior Finishes:**

Flooring, cabinets, paint, fixtures.

### **Exterior Finishes:**

Siding, roofing, landscaping.

## **Step 6: Final Walkthrough**

- Inspect every detail
- Create punch-list
- Make final adjustments
- Hand over keys

Clients receive a home built with care and precision.

---

# OPERATIONS SUMMARY & TRANSITION TO FINANCIALS

## Operations Summary

Bernie Builds operates with:

- A structured daily workflow
- Skilled management and trades
- Clear communication systems
- Strong quality-control processes
- Efficient project management
- A client-focused approach

These systems ensure every home is built:

- On time
- On budget
- With exceptional craftsmanship

## Transition to Financials

With operations clearly defined, the next section (Pages 21–25) outlines:

- Startup costs
- Monthly operating costs
- Revenue projections
- Long-term financial goals

This completes the full business-plan structure.

---

# FINANCIAL PLAN

The financial plan outlines the costs, revenue potential, and long-term financial strategy for Bernie Builds. A strong financial foundation is essential for a construction company, especially one focused on custom homes, where project sizes and timelines vary significantly.

The financial plan is built on three pillars:

1. **Clear startup budgeting**
2. **Accurate monthly operating cost projections**
3. **Realistic revenue expectations based on market demand**

Bernie Builds is designed to operate efficiently, maintain strong cash flow, and scale responsibly as demand increases.

## Financial Objectives

- Maintain stable cash flow throughout each project
- Keep overhead costs low through efficient staffing
- Build strong relationships with suppliers for better pricing
- Achieve 15–25% profit margins on custom homes
- Grow revenue steadily year over year

A well-structured financial plan ensures Bernie Builds can operate confidently, even during slower seasons or economic fluctuations.

---

# STARTUP COSTS

Starting a custom home-building company requires investment in tools, equipment, licensing, insurance, marketing, and initial payroll. These costs vary depending on the scale of operations and the number of projects taken on in the first year.

## Estimated Startup Costs

### 1. Tools & Equipment — \$15,000 to \$50,000

Includes:

- Power tools
- Hand tools
- Safety equipment
- Jobsite storage
- Ladders, saws, compressors, generators

### 2. Office Setup — \$3,000 to \$10,000

Includes:

- Computer systems
- Office furniture
- Printer/scanner
- Software (design, accounting, project management)

### 3. Licensing & Insurance — \$5,000 to \$20,000

Includes:

- Contractor license
- Liability insurance
- Workers' compensation
- Vehicle insurance

### 4. Marketing & Branding — \$2,000 to \$8,000

Includes:

- Website
- Logo design
- Business cards
- Social media setup

- Photography/videography

#### **5. Initial Payroll — \$20,000 to \$60,000**

Covers:

- Project manager
- Laborers
- Subcontractor deposits

#### **6. Vehicle & Fuel — \$10,000 to \$40,000**

Includes:

- Work truck or van
- Fuel
- Maintenance

### **Total Estimated Startup Cost:**

**\$66,000 – \$215,000**

This range allows flexibility depending on whether the company starts small or launches with a larger team.

---

# MONTHLY OPERATING COSTS

Once the business is running, monthly operating costs become the most important financial factor. These costs depend on the number of active projects, subcontractor availability, and material prices.

## Estimated Monthly Operating Costs

### 1. Payroll — \$25,000 to \$100,000

Includes:

- Project manager
- Laborers
- Administrative support
- Subcontractor payments

### 2. Materials — \$15,000 to \$60,000

Varies based on project stage and size.

### 3. Insurance — \$1,500 to \$5,000

Covers liability, workers' comp, and vehicle insurance.

### 4. Fuel & Transportation — \$1,000 to \$4,000

Daily jobsite travel and material pickup.

### 5. Marketing — \$500 to \$3,000

Ongoing ads, website maintenance, photography.

### 6. Office Expenses — \$600 to \$2,000

Software, utilities, supplies.

## Total Estimated Monthly Cost:

**\$57,600 – \$218,000**

This range reflects both small-scale and large-scale operations.

# REVENUE PROJECTIONS & LONG-TERM GOALS

## Revenue Projections

Custom homes in Colorado typically range from **\$450,000 to \$1.5 million+**, depending on size, location, and materials. Bernie Builds aims for **15–25% profit margins**, which is standard for high-quality custom builders.

### Projected Revenue (Year 1):

- 2–4 custom homes
- Estimated revenue: **\$900,000 – \$3.6 million**
- Estimated profit: **\$135,000 – \$900,000**

### Projected Revenue (Year 2):

- 4–6 custom homes
- Estimated revenue: **\$1.8 million – \$9 million**
- Estimated profit: **\$270,000 – \$2.25 million**

### Projected Revenue (Year 3):

- 6–10 custom homes
- Estimated revenue: **\$2.7 million – \$15 million**
- Estimated profit: **\$405,000 – \$3.75 million**

These projections assume steady growth, strong marketing, and consistent client satisfaction.

## Long-Term Goals (Expanded)

### 1. Become the top custom builder in Douglas County

Build a reputation for quality, communication, and trust.

### 2. Expand into luxury mountain homes

Serve areas like Evergreen, Conifer, and Breckenridge.

### 3. Open an in-house design studio

Allow clients to choose materials, finishes, and layouts in one place.

### 4. Build a showroom

Display flooring, cabinets, lighting, and exterior materials.

**5. Add additional crews**

Increase capacity to build more homes per year.

**6. Develop long-term partnerships**

Work with realtors, architects, and land developers.

**7. Launch a land-acquisition division**

Purchase land to build spec homes or offer land-plus-build packages.

---

## Expense's

costs		
Construction Materials	\$30,000	
Labor Costs	\$35,000	
Permits & Inspections	\$7,000	
Equipment & Tools	\$30,000	
Insurance	\$15,000	
Design & Planning Costs	\$7,500	
Business Operations	\$12,000	
Total	\$136,500	
Variable costs		
Lumber	\$8,000	\$96,000
Concrete	\$3,000	\$36,000
Roofing materials	\$2,000	\$24,000
Windows and doors	\$4,000	\$48,000
Plumbing materials	\$1,500	\$18,000
Electrical materials	\$1,500	\$18,000
Flooring	\$2,000	\$24,000
Drywall and insulation	\$3,000	\$36,000
Paint and finishes	\$1,000	\$12,000
Cabinets and countertops	\$4,000	\$48,000
Hardware	\$1,500	\$18,000
Appliances	\$2,000	\$24,000
Labor for subcontractors	\$20,000	\$240,000
Equipment rentals	\$1,000	\$12,000
Fuel for trucks and machinery	\$800	\$9,600
Permit fees	\$500	\$6,000
Engineering fees	\$1,000	\$12,000

Waste removal and dumpster rentals	\$500	\$6,000
Landscaping materials	\$1,000	\$12,000
Interior design or staging costs	\$500	\$6,000
Total	\$58,800	\$705,600
Sales Numbers		
selling price per unit	\$750,000	
cost per unit	\$500,000	
Profit per unit	\$725,000	
Breakeven quantity (Year 1)	1 home	
Projected income		
Year 1	\$650,000	
Year 2	\$1,400,000	
Year 3	\$2,250,000	
Total	\$4,300,000	
Projected Expenses		
Year 1	\$470k	
Year 2	\$820k	
year 3	\$1.17M	
Profit/Loss		
Year 1	-\$550k to +\$580k	
Year 2	-\$550k to +\$1.08M	
Year 3	-\$400k to +\$1.23M	

# CONCLUSION

Bernie Builds is more than a construction company — it is a brand built on craftsmanship, communication, and complete customization. In a market filled with rushed builds, limited options, and poor communication, Bernie Builds stands out as a builder that truly listens to clients and delivers homes that reflect their unique vision.

With strong demand for custom homes, a clear competitive advantage, and a detailed financial plan, Bernie Builds is positioned for long-term success. The company's commitment to quality, honesty, and personalization will allow it to grow steadily while maintaining the trust and satisfaction of every client.