

Client: "Company X" Home Builders  
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## HOME PAGE

You've made up your mind; *you're ready to build your dream home*. Congratulations! You just took another step on the path to a richer and more satisfying life.

Building a home entails creating a comfortable living environment – where you and your family can work, play, relax, and enjoy the best times of your life. Rest assured, your experience with Company X will be completely personalized for your needs. It's our mission to reflect your particular taste, lifestyle and budget in the home that we craft especially for you.

At Company X, we work with one goal in mind – to instill that pride-of-ownership that comes with having the perfect house, made just the way you want it; the type of home that makes you smile each time you pull into your driveway.

From the spacious gourmet kitchens to the spa-like master baths, you'll find special touches in our homes that reflect a higher standard. This commitment comes backed by a family-owned business with over 25 years of proven homebuilding success. You've worked hard. You've done well. Maybe it's finally time to "Reward Yourself™"... with a Company X Home.

Purchasing a home can seem overwhelming, especially to the first-time buyer. If you've never customized before, you'll likely have a ton of questions. Trust Company X to address your every concern as well as handle your unique situation with the utmost care and consideration. From financing to floorplans, modifications to final inspection, we'll guide you every step of the way.

Get comfortable with the idea of owning a home that's built to your exact specifications. Take your first walk-through of the home-buying process... so that once we begin our work together, you'll know just what to expect.

Ready to get in touch? Click [Contact Us](#).

## HOME BUYING PROCESS PAGE

Backed by a firm commitment to excellence, Company X Homes will coordinate your home-building project for flawless execution. We maintain constant collaboration with award-winning designers and sub-contractors, all with the mutual goal of creating a unique home that's solidly constructed and architecturally reflects your personal taste and style.

Whether you're looking for the best price on an exceptional-quality spec home, want to add a few special touches to a deluxe model, or ready for total customization with a home that's distinctly your own... Company X has your best interests and budget in mind. We're ready to work together with you, laying the foundation for your dream home from the ground up!

Nervous about the "what-ifs?" Don't be. At Company X, we keep our customers informed at every key turning point in the process. Explore the free information available to you right here. Get a feel for how we work and become educated in the process. When you're ready, [contact us](#) for a free consultation.

## Build Your Custom Home in Seven Steps

### 1. Selecting a home site.

Of course, you'll wish to be located within reasonable traveling distance from your job, in a safe, clean, respectable area. If you're raising a family, you'll want access to the best schools, recreation and local

culture. [Company X](#) affords luxury living accommodations in the most upstanding communities. Talk with us, tell us your needs and preferred price range. Let us help you choose a neighborhood that fits your living requirements.

## **2. Design discussion.**

Investing in a custom-built home means having your choice of amenities. Meet and talk with our experienced professionals. We'll help you define the details of the home that will be built just to your liking. Whether you require additional office space, extra bedrooms or an elaborate patio system, we'll craft a home that reflects your personal preferences, aesthetic sensibilities and lifestyle.

## **3. Preliminary drawing.**

It's our goal to build an affordable home that exceeds your expectations in every way. Work with Company X, and get the best of both worlds! At the preliminary drawing appointment, you'll experience the thrill of seeing your home plans laid out on paper for the first time ever. Discuss modifications, make practical considerations and solidify the plans for your future living space.

## **4. The planning phase.**

At this time, we put the finishing touches on the construction proposal. Your preliminary drawing and list of modifications will serve as the basis for our cost calculations. Once these details are in place, we submit the plans for final review and approval. Your initial down payment for the total estimated cost signals the official start of the building process. You will be credited this amount at the closing.

## **5. Financing.**

The financing process will coincide with the development of your home construction plans. You will need to be approved for a home loan and locked into a mortgage payment plan. Feel confident that you'll receive specialized attention, expert referrals and a complete range of financing options to choose from. For more information about financing your home, visit our [Financing](#) page.

## **6. Final plans.**

This is the moment every potential home buyer anxiously awaits-- being approved for your mortgage loan and closing the deal! First, we'll go over a detailed spec drawing of your home's floor plan, carefully reviewing to ensure that nothing was overlooked. You'll give your final stamp of approval and it's on to the financial proceedings. Once you receive the good news from your loan officer, you'll be required to deposit 10% of the contract price, minus the amount of your initial down payment. This amount will be credited to you at closing.

Congratulations! The plans for buliding your dream home are well underway.

## **ADVANTAGES PAGE**

### **Why Choose Company X as Your Residential Building Expert?**

#### **1. Honest Communication.**

Count on our team of experts for up-front honesty and solid professional advice with each milestone of your home-building project. At Company X, it's not about high-pressure negotiation or confusing jargon. Instead, expect straightforward communication and smart decisions based on practical judgement and years of experience. We want to help you craft the home of your dreams at a price you can conceivably afford... with no hidden agendas!

#### **2. Commitment to Excellence.**

Embrace the sense of security that comes with owning an impeccably crafted home. You deserve a home

that's expertly constructed using the finest of materials and precision-engineered to ensure years of dependability. Our custom homes reflect the highest quality standards in the industry. We fully back this promise with a [Third Party Warranty](#) that's guaranteed for the life of your home (is this true?).

### 3. Personalized Attention.

From charming porches to cozy breakfast nooks, oversized garages to utility rooms, our award-winning designers can customize just about any aspect of your home to create the ideal living environment for you. Whatever your unique situation, we can provide an innovative and cost-effective solution. Relax... you're in good hands. Once building is underway, you'll be regularly updated on the status of your home at every stage of development.

### 4. Experience.

Our uncompromising standard is backed by over 25 years of home building expertise. Consult with our award-winning engineering and design team for a floorplan that's as logistically practical as it is attractive. Add those distinctive touches that speak of fine craftsmanship... vaulted ceilings, rounded corners, superb finish work. Discover the joy of working with some of the most talented engineers and designers in this business.

## AVAILABLE HOMES PAGE

Explore Company X's existing collection of over (??? AMOUNT OF) superbly crafted homes. Step into one of our spacious model homes and get a sense for the lifestyle of comfort and convenience that can be yours for an affordable price. Once you've settled on a design that suits your taste and budget, we'll work closely with you, from the [loan application phase](#) to the final quality inspection.

**Tip:** You'll be asked to write up what we call a "punch list" at the final inspection of your new home. Bring along a camera, pen and notepad so that you can record on film or jot down any outstanding issues that will need our attention.

## FINANCING PAGE

Determining your budget is the first step in firming up a well-laid plan to build or buy. How much can you realistically afford to spend on your new home? Estimate your monthly payment with our [Mortgage Loan and APR Calculator](#).

Lock into a target figure that will afford you the best home as possible for a price you can live with. We'll work closely with you in setting realistic goals that fall within your maximum allowance. From here we'll develop the floor plan, follow up with several rounds of revisions, and finally draw up your Purchase Contract. We offer several options to assist you with financing your home and can refer you to our most trusted associates if you need a recommendation.

### Benefits of Financing a Home With Company X

**Expert Guidance.** Our financial associates and legal experts offer competitive rates and an array of loan programs to select from.

**Experience.** Count on Company X for knowledgeable advice from the most well-known and respected names in this business.

**Flexibility.** Talk to us; tell us your concerns. No matter what the situation, we can meet your individual financing requirements with ease.

**Tip:** Have all necessary paperwork ready. You'll need to bring along tax returns, bank statements, proof of identity and personal information.

### Five Steps Toward Getting a Mortgage Loan Approval

Whether you're building from scratch or plan to purchase an existing model, finances will no doubt be high on your list of concerns. At Company X, we offer our customers the best hands-on care. It's our goal to work out a financial arrangement that you're comfortable with and that will prove advantageous to you for the long run. Here, we've outlined the mortgage loan application process in five simple steps. We hope this information helps familiarize you with the proceedings so that you can feel confident during your financial transactions with our company.

**Step 1. Loan application.** Meet with your lender; ask questions about the home loan process and fill out your home loan application. Items covered: pre-qualification, loan program options, signing disclosures. You'll want to have your personal information readily available. Once you receive your prequalification letter, you can then begin securing your mortgage lending process.

**Step 2: Application review.** Your loan officer will review all supporting documentation as well as order a credit report and appraisal. Escrow instructions, preliminary title reports and verifications of deposit and/or employment will be obtained at this time.

**Step 3: Loan approval.** Once you're approved, your loan officer will discuss current interest rates with you and lock in your mortgage rate. Document processing begins at this stage.

**Step 4: Escrow and closing.** Documents are prepared and then sent to escrow. You will be notified when it's time to arrange an appointment for document signing. Your loan officer will inform you of what additional monies will be needed to complete your transaction. A cashier's check will be required to close the deal.

**Step 5. Trust Deed.** Escrow will obtain funding information and send the trust deed to title for recording. You will be notified once your escrow officer has been alerted to the purchase record.

## ABOUT US PAGE

Company X Homes has a proven history of creating a rewarding experience while building luxurious custom homes. The proof lies with our satisfied homeowners, many of whom have purchased two, or even three, custom-built homes over the years. Our homeowners are our best salespeople as well, making friends and family referrals our main source for new customers. At Company X, our homeowners know it's truly about the integrity of the experience coupled with the quality and comfort of the home. This is the foundation upon which our family-owned company has been built for more than 25 years.

Crafting a custom home involves a series of carefully planned processes spanning a variety of building stages. Throughout the pre-building, building and post-building phases, Company X constantly monitors each step to ensure your home is built within your budget and timeframe. We know that the experience of building your new home will be extremely rewarding when these steps flow smoothly. To aid this process, we maintain constant collaboration with award-winning designers and sub-contractors, all with the mutual goal of creating a unique home that architecturally reflects your personal taste and style.

As a member in good standing of the National Builders Association, Texas Builders Association and Greater San Antonio Builders Association, Company X Homes is able to stay in touch with industry experts and trends. Keeping up with these developments and technology is an important part of building the best home for your current and future needs.

We invite you to experience the Company X standard of quality and service. A higher standard our homeowners continue to enjoy in each Company X home.