



WE BUILD  
 GREEN  
 HOMES FOR  
 HEALTHIER  
 LIVING  
 LEED AND  
 ENERGY  
 STAR  
 CERTIFIED

# VIRGINIA LUXURY HOMES MONTHLY NEWSLETTER

## WHAT IS THE DIFFERENCE BETWEEN A CUSTOM AND PRODUCTION BUILT HOME?

A “Custom build” is a “one-of-a-kind” house build. It is NOT a “cookie-cutter type of mass production house constructed by production builders. The buyer is given a blank sheet at the beginning of the process and they identify the style of home they want (e.g. arts and craft, traditional, contemporary) as well as all their other specific requirements (e.g. number of bedrooms, square footage, etc.). An architect is then engaged to design the home according to the singular wants and needs articulated by the customer. A design specialist assists the customer make all home selections (i.e. cabinets, granite, flooring) from an unlimited menu of choices. The uniquely designed custom home is then built on a lot of the customer’s choosing.

In contrast, a “production build” is one of many houses in a community that the builder plans to build (generally 5/10 or more) on ground he owns. The home and lot are sold together as a package. All homes built in this community will look the same, although there will be cosmetic changes be-

tween them to provide variance from one to another. Each floor plan will be provided with a “limited” number of personalization options. Illustratively, the buyer may be allowed to change the size and shape of the front porch, the placement of the windows or gables, and/or to choose siding, brick or stone. However, they will not be allowed to change the type or model of doors, windows, or gables; where the bedrooms are located, or their size; or the square footage of the house. Similar limitations are placed on interior selections such as cabinets and counter tops. The homebuyer will only be given a limited number of options to choose from, all of which must be made from the builder’s design center.

We also have what are referred to as “hybrid production builders”. These are builders that are very similar to production builders. They duplicate the methods used by production builders (limited home styles and design selection). They differentiate themselves in that they generally do not build mass numbers

of homes on one site, but do build homes on single customer lots.

The singular advantage of a production home is that it is often less expensive: The builder tends to use builder grade, cheaper materials, purchased in volume (often imported) which are stored in warehouses. While they are generally able to deliver what may “look” to be a similar house for less money, it is not the same quality of sustainable materials or workmanship. Much material will need to be replaced after the warranty period. They also save money by building the same house model over and over; buy materials in volume for all similar-built homes; and maximize the number of homes built on the same piece of ground. New build materials or innovations are not considered. Subcontractors are focused on mass production, and become desensitized to quality and workmanship. On-site supervision for individual house builds does not exist. Time spent with customers is kept to a bare minimum due to cost.



Richard Feller  
 Founder &  
 President  
 703-628-6008  
 richard@virginialuxuryhomesllc.com

SEPTEMBER 2, 2018

We are pleased to provide our second Virginia Luxury Homes Newsletter! The Newsletter will be distributed to our many friends, including our past, present, and future homeowners, real estate partners, trade contractors, suppliers, and anyone interested and engaged in the home building process. The Newsletter is designed to take the mystery out of the home building process and to showcase the exciting adventure of collectively creating a new home. We will provide you with an insider’s look at home building best practices, as well as keep you informed of upcoming events in our area. Each Newsletter will feature one lead article accompanied by customer questions.

Inside this issue:

WHAT IS THE DIFFERENCE BETWEEN A CUSTOM AND PRODUCTION BUILT HOME?	1-2
RECOMMENDATION	2
QUESTIONS & ANSWERS	2
OPEN HOUSE WITH CATHY KANE	2

The advantage to the buyer of a custom home is that:

- Your non-cookie-cutter home can be built on ground you already own or can acquire
- You can provide the floor plan you want, or can work with your builder to create a floor plan that uniquely meets your individualized wants/needs/wishes/requirements
- You can work with a separate architect and builder – or with a “design-build company” that manages both the architectural design, county approval, and construction process
- You have the opportunity to be as involved in the process and make as many decisions as you like – and in the end – the home you design will be your unique home!
- You have unlimited freedom to choose any product in any category, e.g. granite, cabinets, appliances, flooring, paint, etc. that you want in your unique home
- Workers are incentivized to build in quality, and to use the latest/best build materials

**RECOMMENDATION**

We strongly recommend that buyers should seriously consider the custom home option. The reason: They can

create their own home and work closely with the builder and design specialist while doing so; the finished build will be uniquely theirs and not a cookie-cutter; the home will have much better material and quality; and can be constructed within budget constraints.

**QUESTIONS & ANSWERS**

**QUESTION:** How does Virginia Luxury Homes work with custom home buyer prospects?

**ANSWER:** We candidly discuss with prospective customers our build process, philosophy, use of sustainable materials which will not have to be replaced after the warranty period (e.g. weather resistant materials) and our attention to detail. Being a design-build company we “partner” with our customers every step of the way - including assisting with the architectural design process, securing county approvals, providing a design specialist to assist with selections, and in building our

homebuyer’s uniquely designed home. We are focused on attentively “listening” to our customers and working closely with them. As we build their specialized home, we are extremely flexible in meeting their time constraints. We provide a highly qualified, professional, full-time Project Manager on-site, to ensure daily quality is built in, while also answering homebuyer questions. Our customers may also choose to build a LEED certified green home that is far healthier and energy cost efficient –not an option that production house builders can provide, nor the vast majority of custom home builders, since only 1% of U.S. builders build LEED. Operating within this framework, there are no surprises. We become, and operate as a “team” with our customers: They understand what they are paying for, and receiving, (VALUE). The end product: Their uniquely created DREAM HOME – designed and crafted - according to their specific wants, needs, wishes, vision – and within their budget.



**QUESTIONS? CALL CATHY & FRANK!**



**Cathy Kane**  
703-868-1976  
cathy.kane@c21nm.com

Century 21  
New Millennium  
8078 Crescent Park Dr #205  
Gainesville, VA 20155

**Frank Martin**  
540-270-1494  
frank.martin@c21nm.com



**OPEN HOUSE!**

Visit us at our Model Open House at 6600 Chesterfield Ave in McLean, Virginia. Contact Cathy Kane at 703-868-1976 for details.



**Bijan Hakimzadeh**  
Project Manager,  
Build Operations  
703-349-9949  
bijan@virginialuxuryhomesllc.com