

WHY YOU CAN'T COMPARE **APPLES** TO **APPLES** IN CUSTOM HOME BUILDING

INTRODUCTION

When you're building a custom home, it's tempting to shop around for the best deal by gathering multiple bids. But here's the truth: custom homes aren't cookie-cutter products. Each builder has a different process, different standards, and different levels of service. At Fajardo Design and Construction, we don't give ballpark numbers—we build around your vision, your preferences, and most importantly, your budget.

This short guide will show you why comparing quotes without a clear and unified process is not only confusing but often misleading. We'll walk you through our transparent and personalized process so you can see the value you're truly getting.



1. WE BUILD AROUND YOUR BUDGET

Your dream home shouldn't be a guessing game. Our first step is always understanding your budget. Whether it's \$350,000 or \$850,000, we align every design and material decision with what you're comfortable spending. Most builders skip this part and give you a bid based on assumptions. That leads to surprises—and not the good kind.



2. CUSTOM FLOOR PLANS DESIGNED IN-HOUSE

Instead of picking from a handful of cookie-cutter layouts, we create 3D architectural plans in-house—tailored to your lifestyle, family needs, and aesthetic preferences. This gives you control, not compromise.

When other builders give you a price, ask: What floor plan is this based on? How customized is it? Chances are, it's not an apples-to-apples comparison.



3. INTERIOR MATERIAL SELECTION: YOUR TASTE, YOUR PRICE POINT

One of the biggest reasons custom home costs vary is interior material choices. We walk with you through our partnered showroom to help you explore finishes in person—from flooring to countertops, cabinets to backsplashes.

Here's the range you're dealing with:

Quartz countertops range from Level 1 to Level 8. A Level 1 may cost \$50/sf, while Level 8 could be \$150/sf.

Flooring? You might like a \$2/sf vinyl plank from Home Depot—or you might fall in love with a \$15/sf engineered hardwood from Europe.

Other builders often quote based on their standard, not your preference. That's why you're not getting the full picture without making those selections up front.



4. TRANSPARENT PRICING: NO SURPRISES

Once your floor plan is finalized and your material selections are made, we provide an exact cost—not a guess. You'll know what your investment covers before we even break ground. No hidden fees. No vague allowances. No low-ball bids that balloon later.



5. OUR PRELIMINARY AGREEMENT WHAT THE \$500 COVERS

To begin this process the right way, we require a \$500 preliminary agreement. This is not just a deposit—it's a commitment to accuracy, clarity, and progress.

Here's what that \$500 includes:

- **Site Evaluation:** We inspect your property to assess feasibility and identify any challenges before design begins.
- **Preliminary Design Consultation:** A 1-hour meeting to select and customize a floor plan from our in-house design library.
- **Preliminary Cost Estimate:** We prepare a detailed cost estimate based on your preferences and selections—not guesses.
- **Construction Feasibility Study:** We review local zoning laws, building codes, and other requirements.
- **Professional Coordination:** We coordinate with engineers, consultants, and any necessary professionals.
- **Build Slot Reservation:** You lock in your 2025 construction schedule with us.

This fee is not a down payment on the build, but it is applied to your final construction cost if you move forward with us. If you're serious about building, this is how we make sure you're getting a number that reflects your home—not a generic estimate.



CONCLUSION: YOU DESERVE A BUILDER WHO BUILDS AROUND YOU

At Fajardo Design and Construction, we take the time to build your home the right way—starting with your goals and ending with a space your family can thrive in. Custom means personalized. And personalized can't be compared like a fast-food menu.

We're happy to meet with you, listen to your vision, and walk you through the process step-by-step. But if you're looking for the lowest bid, we may not be your builder. If you're looking for the best value—welcome home.

Let's Build Something Worth Comparing.

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