



Our Process

We've spent decades refining the building experience to make it as organized, transparent, and worry-free as possible. After all, building a luxury custom home can be a complex undertaking.

Arthur  Rutenberg Homes



Our 10-step process keeps your project moving, keeps you informed at every step, and results in a home that will give you value and pleasure for years to come.

1 Visit Our Model Homes and Get Inspired



- Visit one of our *all inclusive* model homes staffed by our sales professionals and open daily
- “*What you see is what you get,*” because our base prices include everything shown in the conditioned living area of our model homes (*excluding furnishings, electronics, accessories and window treatments*)
- Using our Interactive Walk-Thru technology you can “tour” our models homes from virtually anywhere

2 Choose Your Homesite: Location, Location

- Your lot, our lot, or we’ll find one together
- It may be in one of our prestigious communities, on a lot outside a planned community, or an infill location in-town
- We’ll walk the homesite with you to discuss the foundation, how the home will fit, and any unique conditions that may need to be addressed



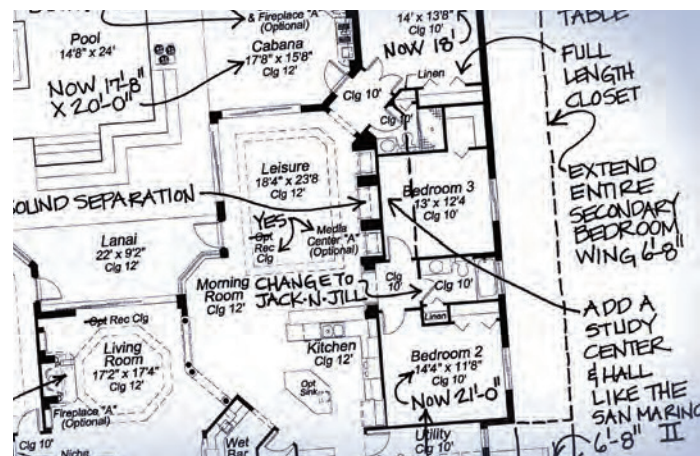


3 Choose a Plan as a Starting Point

- We have over 200 award winning home designs, from 1,800 to 7,000 square feet, all featuring authentic architectural detailing and styling
- We have experienced Sales Consultants on site at our model homes to assist you in finding the home design that most closely fits your lifestyle and needs. This plan will be the starting point for your new home

4 Customize Your Plan to Make it Yours

- *You Dream. We Build.*
Add a room, enlarge a kitchen, or create a custom elevation. Done by the same team that designed our homes.
- Our Personalized Floor Plan process will provide you with a fully customized plan most times within 72 hours.



5 Quote Your Custom Home

- Our Rapid Quoting process provides you with detailed pricing for your fully customized home in days, not weeks or months
- Our pricing includes Standards easily demonstrable in our “all inclusive” model homes or our Design Studios
- Our standard features look like most builders’ option lists
- Pricing is final and guaranteed – no mysteries and unquantifiable allowances
- Mystery is fine in the theatre but not when you’re building a custom home

6 Finalize Your Building Agreement

- Our documentation is very detailed
- We will show you where every dollar is being spent
- We state in our Building Agreement that your home *“Will have craftsmanship equal to or better than the model home you visited”*





7 Get Ready to Start Your Home

- Our one stop Design Studios reduce the time needed to shop and make all of your selections
- Our world-class designers are available for all your decorating needs including window coverings and complete furnishings packages. Give your home the Arthur Rutenberg Homes model look
- You will meet with our vendor partners who provide cabinetry, security and sound systems, landscaping and outdoor living features including kitchens, fireplaces, and pools and spas, so we get it right to fit your lifestyle

8 Build Your Custom Home: Now the Fun Starts

- With all selections and decisions finalized prior to start, you will be free to enjoy watching your new home come to life
- An experienced construction manager will oversee every detail of construction of your home and be available to you for any questions
- And best of all, we build with quality you can see, touch and understand – “Equal to or better than the model home you visited” words worth repeating

9 The Last Steps: Welcome Home

- Prior to moving in you will have an Orientation Walk Through with your Construction Manager, and be familiarized with the operation of all systems and equipment in your new home
- With our Gold Standard Closing process we will guarantee that no more than 5 items will need correction or completion prior to your move in

10 Our Responsibilities

- Arthur Rutenberg Homes’ independently owned and operated franchise building companies offer the strongest “bumper to bumper” assurance in the industry
- We augment the industry standard One Year Warranty on Systems and Ten Years on Structure with our Credo....
“If, within 10 years of the closing of your new home, a problem occurs which you believe is the result of a defect in original workmanship, we want to hear from you. We will inspect the problem, and if we agree, we will correct it without charge”

For more information on building your custom home contact:
 Sales Consultant Name Here | (123) 555-5555 | emailaddress@arhomes.com





Our standards are way above standard.

Arthur Rutenberg has been a respected name in homebuilding since 1953. Today, Arthur Rutenberg Homes is the country's largest network of homebuilding franchises. Each franchise is independently owned and locally operated. Our customers get the best of both worlds: they benefit from the history and experience of Arthur Rutenberg Homes, Inc. and the personal service and individual attention of a local custom builder.

Design: Our award-winning Design Collection provides you with a selection of more than 80 exceptional plans ranging from 1,800 to 7,000 square feet.

Craftsmanship: The craftsmanship in your home will be equal to or better than the model home. This is quality you can see, touch and understand.

Service: Impeccable service is who we are. Our experienced staff assists you every step of the way, from the design and construction of your home, to the final inspection and beyond.

Responsibility: Our franchisees honor this Credo: "If, within ten years of closing on your new home, a problem occurs which you believe is caused by a defect in original workmanship, we want to hear from you. We will inspect the problem, and if we concur, we will correct it without charge."

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