CUSTOM HOMES
THOUGHTFUL DESIGN
A BRIGHTER TOMORROW

Landen DESIGN BUILD

PLAN
DESIGN
TEST DRIVE
BUILD
LIVE BETTER

Design Test Drive

You wouldn't buy a car without test driving it. Why would you engage a home designer without a test drive?

IDEAS
PLANS
EXPERIENCE
REAL RESULTS



MORE THAN
A HOME.
A BETTER WAY
TO LIVE.

LANDEN Design Build
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PEOPLE
PLANS
HOMES
FOR LIFE

Thinking About Building a Custom Home? Test-Drive the Design Before You Commit

Building a custom home should be exciting. Unfortunately, for many people, one of the first things they are asked to do is spend thousands of dollars on architectural or design fees before they really know whether the designers proposed home will fit their lot, their lifestyle—or their construction budget.

At **LANDEN Design Build**, we think there is a better way.

That is why we created our **30-Hour Custom Home Design Test Drive**, one of the first steps in our **LANDEN Risk Reduction System™**.

The idea is simple:

Before asking you to make a major financial commitment, we want to help you determine whether the home you are dreaming about actually makes sense.

What Is the 30-Hour Design Test Drive?

For qualified custom-home clients, LANDEN will invest up to **30 hours of preliminary design time at no charge**.

There is no requirement to sign a construction contract simply to explore your ideas.

During this preliminary stage, we can take your wish list, your property information and your approximate budget and begin turning those ideas into an actual home design.

Depending upon the type of project, that can include:

- a preliminary floor plan drawn to scale;
- preliminary exterior elevations;
- several colour 3-D renderings of the proposed home;
- consideration of the building site and lot;
- discussion of room sizes, layout and traffic flow;
- review of major design features; and
- an early reality construction cost check against the client's intended construction budget.

At our normal design rate, this 30 hours represents approximately **$2,250 of REAL design work**.

But more importantly, it gives the client an opportunity to experience our design process before deciding whether LANDEN is the right company to continue with.

Why Do We Call It a “Test Drive”?

Think about buying a vehicle.

Most people would never spend $70,000, $90,000 or $120,000 on a new vehicle without sitting in it, driving it and deciding whether they actually like it.

Yet people routinely spend several thousand dollars commissioning custom-home plans before they have had an opportunity to really experience the designer's ideas.

A custom home may ultimately represent an investment of **hundreds of thousands—or well over a million dollars**.

We think you should be able to test-drive the design process first.

A Pretty Picture Isn't Enough

One of the biggest mistakes we see in custom-home design is separating **design from budget**.

It is relatively easy to draw a beautiful house.

The harder job is designing a beautiful house that also fits the client's financial expectations.

That is why one of the first things we want to understand is your **rough construction budget**.

Some clients are initially reluctant to tell a builder their budget. They may worry that if they reveal their budget, the builder will simply find a way to spend all of it.

We understand that concern.

But good custom-home design involves hundreds of decisions, and nearly every one of those decisions has a cost consequence.

The purpose of discussing your budget is not to determine how much we can “make you spend”.

It is to determine **what we should be designing**.

There is little benefit in spending months designing a home that eventually tenders $300,000 beyond what the client intended to spend.

Design, Budget, Adjust

Our preferred process is iterative.

We start with your wish list and an approximate budget.

We prepare the preliminary design.

Then we take another look at the preliminary projected cost based on CAD details to that point.

If the design and budget are moving in the right direction, we continue developing the plans.

If they are not, we make adjustments with the client **while changes are still inexpensive**.

Maybe the home is a little too large.

Maybe the garage has grown significantly.

Maybe the roofline has become overly complicated.

Maybe certain features can be redesigned without materially changing what the client loves about the home.

Those conversations are much easier to have during preliminary design than after construction drawings are complete—or worse, after construction has started.

The First Stage of the LANDEN Risk Reduction System™

Our Design Test Drive is not intended to be a marketing gimmick. It reflects a larger philosophy behind how we believe custom homes should be designed and built.

Our **LANDEN Risk Reduction System™** is based upon eliminating unnecessary financial risk and surprises at each stage of the project.

That philosophy continues well beyond preliminary design.

No Upfront Design Deposit

Once a client decides to proceed beyond the complimentary preliminary-design stage, we establish the design fee in advance.

We do not require an upfront design deposit.

Our clients pay for their plans when the agreed design work is completed.

Budget Before You Commitment

As the plans become more detailed, the budget becomes more detailed as well.

Once the plans are sufficiently complete, we can obtain actual pricing from trades and suppliers rather than relying solely upon broad square-foot allowances.

That is an important distinction.

A custom home isn't purchased by the square foot any more than a vehicle is purchased by the pound.

The components inside the home determine the cost.

Full Tender Before Construction Begins

Once the construction drawings are complete, we can undertake a comprehensive tendering process with the trades and suppliers who will actually be involved in building the home. This gives the client a much clearer understanding of expected construction costs **before making the major construction commitment**.

No Upfront Construction Deposit

Our Project Management construction model also differs from many traditional building arrangements. LANDEN does not require any large upfront construction deposit simply to begin managing the project.

A Fixed Project Management Fee

Rather than continuously increasing our fee every time the client upgrades something, LANDEN establishes its Project Management fee based upon the mutually agreed project budget.

Once the construction budget is established, the management fee remains fixed under the agreed terms of the project.

That allows the client to make informed decisions without wondering whether every additional dollar of construction cost automatically creates another percentage of builder markup.

Clients Can Pay Trades and Suppliers Directly

Where appropriate within our Project Management system, our clients can pay trades and suppliers directly.

That provides another level of transparency.

The client can see where the money is going, what was invoiced and what was actually paid.

Builder discounts obtained for the project are also passed through to the client.

Risk Reduction Starts Before Construction

Many people think the major risks in homebuilding begin when excavation starts.

We don't.

Some of the largest risks begin months earlier:

Designing the wrong house.

Designing beyond the budget.

Spending thousands on plans before knowing whether the design works.

Choosing a builder before understanding how that builder gets paid.

Starting construction without sufficiently detailed pricing.

The earlier those risks are identified, the easier—and less expensive—they are to correct.

That is the philosophy behind both our **30-Hour Design Test Drive** and the **LANDEN Risk Reduction System™**.

Is the Design Test Drive Available to Everyone?

Because LANDEN is investing real design time into each preliminary design, the program is intended for clients who are genuinely considering building a custom home within our service area.

Generally, we want the client to have:

- a building lot or acreage already selected or owned;
- a reasonably developed wish list;
- an approximate construction budget; and
- an intention to build within the Calgary, Foothills, Okotoks, Diamond Valley or surrounding area we serve.

We also limit the number of complimentary design projects we take on at one time so that each client receives meaningful attention.

Before You Spend Thousands on Custom Home Plans…

Come and test-drive the process.

Bring us your lot.

Bring us your wish list.

Bring us your ideas.

And yes—bring us your budget.

We will bring more than **40 years of custom-home design and building experience** to the table and help determine whether all four can work together.

Because the best time to discover a problem with your new home is **before you build it**.

LANDEN Design Build

A Better Way to Design. A Better Way to Build. A Better Way to Reduce Risk.™
