

Many New Build prices that are found online are very low in order to hook you in. They are not the real price you would pay....not even close. Needless to say, the price is worthless until you identify what you want in the home.



The process is very simple: We identify what you want in the home, from appliances to flooring to lighting. We take the list and generate a final price for you. Everything from moving a wall to choosing your dishwasher. We do it all for you.





## **Up-Front Pricing**



We want you to understand your costs.

Have you ever seen a price advertised, only to find out that is not the real price? We don't like that either. Get exact pricing for your home, without any hidden costs.



Clear understanding of the materials used.

The Fine Line Homes 5 Star Product Program ensures the products/materials in your home are of a higher grade.

You should understand why we chose the products and how they compares to others in the marketplace.

You will see, it's the little things we do that separates us.

You'll also understand why we NEVER use Allowance Pricing



Finally have price you can budget for...
and to compare others to. The key is to have
a real price based on real materials.
Anything else cannot be trusted.



## **Incomplete Pricing**



Misleading low price used as a sales tactic.

Items you would assume are standard are not included in price or a low grade quality.



Uses Allowance Pricing

Allowance Pricing is when a builder gives you an allowance for a particular line item. Sounds innocent enough..

For example, a builder could give you an allowance of \$2,400 for your kitchen appliances. Stove, Dishwasher, Refrigerator, Microwave. A visit to any big box store will show you that is nearly impossible. But guess who is saddled with the additional cost?

You. Never build with Allowance Pricing



What do I get for the price?

No breakdown of products. No idea what is 'behind the walls'.





