

# Features You Want Come Standard

## Its About Quality, Its About Pride

**Take the  
Pepperdign  
Challenge!**



Compare Our Standard Features Against Our Competitors, Then Decide Who Offers the Best Value!!

### ***The Lowest Price may not be the Best Value***

Naturally, price is at the top of the list of questions for every home buyer as they begin their search for a new home. Some builder use bait and switch marketing tactics to exploit this aspect of the buyers selection process. While shopping for a new home and selecting a builder, new home buyers must educate themselves about the quality of the materials that are included in the builders base price. Many builders have adopted a "bait and Switch" strategy of marketing and selling their homes. The "bait and switch" involves constructing a model home in which the builder displays many upgraded features. These "upgrades" you see in the model home typically add up to tens of thousands of dollars, even as much as \$100,000 is not uncommon.

By design, these model homes are not a very good representation of what the customer is getting for the builder's base price of the home. When customers ask the sales representatives of these builders "how much would it cost to build a home with all of the features included in the model home?" the answer is rarely straight forward. Their strategy is to get you to buy without knowing that what you are getting is an inferior home with poor quality features. Typically it is not until later that these buyers realize that they are not getting what they thought, and that they must pay tens of thousands of dollars extra in order to have a home that has any resemblance to the home they thought they were getting. By then it is usually too late for the buyers to back out without losing their deposit, and they are stuck with a cheaply built home, or having to pay much more for all those "upgrades".

### ***Pepperdign Homes is Committed to Integrity***

Pepperdign Homes is morally opposed to these unethical sales practices. We are committed to bringing integrity back to home building. That is why we have assembled the following list of features that most new home buyers want included in their homes. We have also included a range of prices from our research that other builders charge for these features. Our intent is not to disparage our competitors, rather it is to help educate you, the buyer that you may get the most value from your new home purchase.

	<b>Typical Upgrade Charge by our Competitors</b>
<b>Professional Services</b>	
• We Will Build any House on Any Lot or Find a Lot For You	Many Won't
• We Offer a Discount to Sell Your Existing Home	Saves You 1 1/2 % of your sales price
• Consultation with Professional Interior Designer at Design Center to Assist with Choices	\$50 per hour
• Consultation with Architect for Design Modifications or to Design a Full Custom Home Created Just for You (Upon Request)	Up to \$5,000
• Consultation with Cabinet Designer (upon Request)	\$50 per hour

**[www.pepperdignhomes.com](http://www.pepperdignhomes.com)**

Complete Details Available on Our Website

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Due to continued product development & improvement,  
changes in product specs and design should be expected.

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## Distinguishing Interior Features

## Typical Upgrade Charge by our Competitors

• Granite Countertops in Kitchen and all Bathrooms (2cm Full Slab)	\$3,500 to \$5,000
• Alder or Maple Raised Panel Cabinets with Pull Knobs, Staggered Height and Depth, 42" uppers in Kitchen, Adult Height Counters in Master Bath, Choice of Door Style and Finish Including Glazed	\$5,000 to \$12,000
• Railing with 2" alder hand rail, and 3" turned newels, stained per buyer's choice with decorative wrought iron balusters	\$1,500 to \$4,150
• Craftsman or Like Style Finish Trim with Window Sills and One "Treatment" of Your Choice (Treatment Choices Include Wainscot, Bead board Wall, Crown Molding in One Room, and More)	\$600 to \$1,750
• Craftsman Style (or like) MDF window sills painted with trim color	\$300 to \$600
• High Quality Kwal, 2 Tone Paint in Your Choice of Colors	\$1500 to \$2,100
• Ceramic Tile Flooring in a Large Assortment of Styles and Sizes (kitchen, Dining, bathrooms and laundry)	\$3,900 to \$7,000
• High Quality, Long Lasting, Stain Master Carpet with Stain Protector (3 levels higher than most production builders)	\$1,200 to \$3,900
• 8 Pound Carpet Pad (2 pounds heavier than the standard 6)	\$310 to \$500
• Satin Nickel Lighting Package Including One Fan Light, and Six Recessed Can Lights	\$300 to \$1120
• Satin Nickel Front Door Handle Set and Satin Nickel Interior Door Hardware	\$150 to \$200
• Grand Master Bathroom with Double Vanity Sinks (separate shower and 5' or 6' garden tub) per most plans	\$3,000 to \$5,000
• Energy Star Whirlpool Gold appliances: Includes Smooth-top or Natural Gas Range (gas line is \$300 extra), Low Noise Dish Washer, and Over Range Microwave with Recirculating Fan and Carousel	\$510 to \$740
• Leak Proof Cultured Marble Tub and Shower Surrounds (no flimsy fiberglass inserts) All Full Baths	\$1000 to \$2,500
• Complete Digital Satellite Pre-Wire (satellite, local, and HDTV); Includes Multimedia Jack with 2-RG-6 Quad Shield Cable with Solid Copper Core and 1-Cat 5e Data/Phone Run to up to 3 Locations	\$200 to \$600

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	<b>Typical Upgrade Charge by our Competitors</b>
<b>Energy Efficiency and Comfort Features</b>	
• 13 Seer Central Air Conditioning, Unit (sized to accommodate basement)	Up to \$4,000
• 95% Efficiency Natural Gas Furnace (sized to accommodate basement) with Digital Programmable Thermostat	\$700 to \$1,500
• Low-E Energy Efficient Dual Glazed Vinyl Windows	Up to \$2,000
• Energy Efficient Fiberglass Exterior Doors	Up to \$300 per
• 50 Gallon Quick Recovery Natural Gas Water Heater	\$300 to \$500
<b>Garage Features</b>	
• 22' x 22' 2 Car Garage	Many Builders Include Smaller
• 3 <sup>rd</sup> Car Garage (included per plan or project, or \$6,900 upgrade)	\$10,000 to \$14,000
• 16' Wide by 8' High Insulated, Raised Panel Garage Doors	\$300 to \$800
• Automatic Garage Door Opener with Keypad Entry (Liftmaster 1/2 horse power belt drive)	\$150 to \$250
<b>Exterior Features</b>	
• Professionally Designed Home Plans with Great Curb Appeal by Award Winning Designer	Up to \$5,000
• 3ft. Brick or Cultured Stone Wainscot Front with Full Stucco Sides and Rear or Per Ordinance or Restrictive Covenants	Up to \$5000
• 8' x 8' Redwood Deck with Ornamental Iron Railing and Stairs to Grade or 10' x 10' Concrete Patio (dependent on grade)	\$1,000 to \$2,500
• \$2,500 Landscape Allowance (must use preferred lender)	\$2,500

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