



DAVIS & REED HOMES

howdy y'all

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**DAVIS AND REED HOMES**

**BUILD YOUR DREAM HOME WITH US!!**



*All in-house service from start to finish.*

- Real Estate-help with identifying land.
- Provide feedback on land prior to purchase for sound investment and position of build.
- Construction Loan - we can help you connect with local loan officers.
- Design Services - Customize your floor plan to build the home of your dreams: customize floor plan, dimensional plans, renderings and material selections.

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 Davis & Reed Homes

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**LAND ACQUISITION**



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**REALTYONEGROUP**  
IMPACT

## MARKETING PLAN

### *Specialization*

### ***What is a Barndominium?***

A barndominium is a building which has room for both living quarters and a large space which may feature a horse stable, a shop, or a large garage area. Historically, many barndominiums are barn-to-home conversions, but an increasing number are brand new construction from the ground up as they have gained in popularity. Davis & Reed Homes specializes in conversion as well as brand new construction of barndominium-style homes for new and current homeowners in Iowa, Nebraska and Missouri. The uniqueness of this type of home is the living space is completely customizable and can be designed to fulfill all of your wants and needs. The possibilities are truly endless and the floor plans are completely customizable to fit each customer's individual style and desires.

D & R Homes is now providing three distinct building options to our customers. You can opt for the traditional stick frame option, allowing you to have a basement. Alternatively, you may choose the post frame option for a genuine barndominium build. Lastly, we offer the D.I.Y. approach, which enables homeowners to participate in some of the finishes of the construction process.



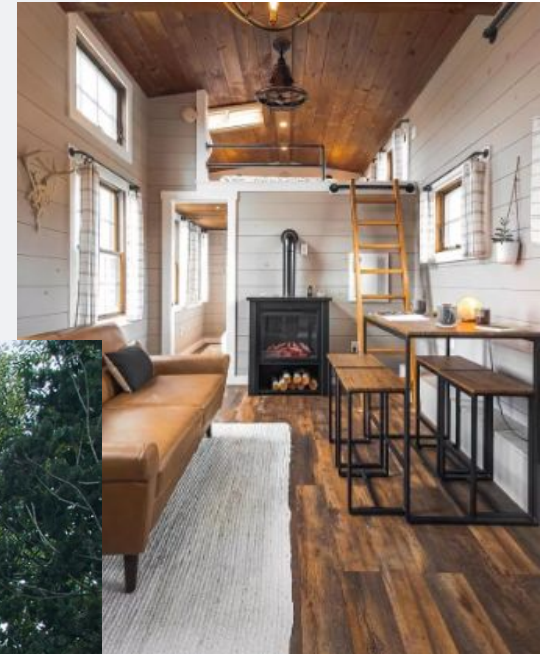
## MARKETING PLAN

### *Specialization*

#### *What is a Tiny Home?*

Typically, tiny homes are between 100 and 400 square feet. While there isn't a set standard, a tiny house rarely exceeds 500 square feet. They can also be built on either a mobile platform or a permanent house foundation.

Davis and Reed Homes provides tiny homes that offer essential amenities without the high expenses associated with traditional homes. If you seek a cozy and budget-friendly living space, a tiny home could be the ideal choice for you. Our tiny homes are crafted to optimize space utilization while delivering the conveniences of a standard home. Apart from being an economical housing option, tiny homes have garnered attention for their adaptability in various alternative applications. Numerous individuals are embracing tiny homes for purposes beyond just living spaces. Some popular alternative uses for tiny homes include backyard offices, guest houses, vacation rentals, and even small businesses.



## CONSTRUCTION MATERIAL HIGHLIGHT

*DRH has elected to construct all custom homes with traditional wood framing for several benefits to the homeowner:*

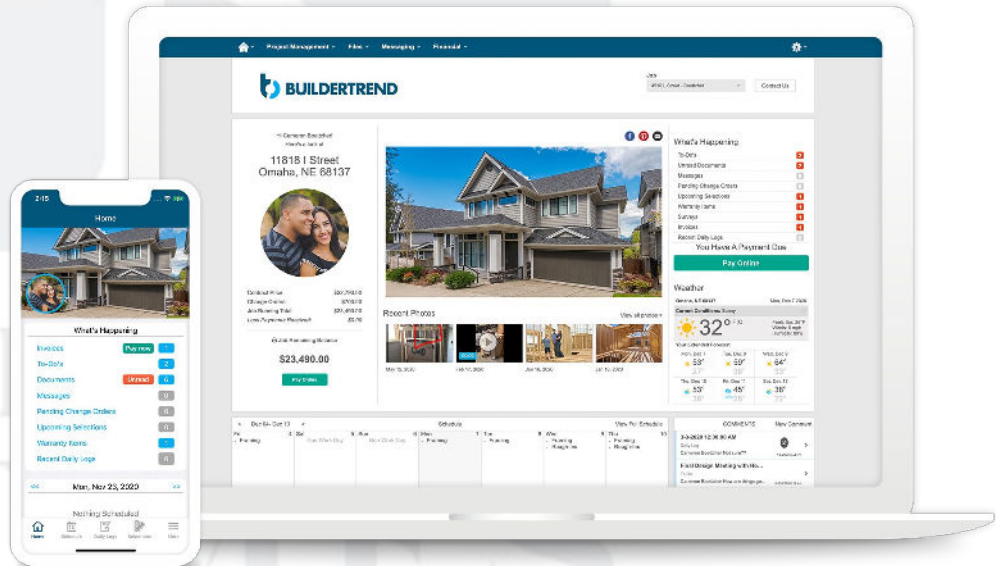
- Traditionally stick framed homes appraise higher than steel buildings due to nearby comparables available. As an example, a 1500 sq ft Barndominium is comparable to a 1500 sq ft ranch. Lenders are also willing to extend their view in proximity in order to receive the comparable due to our potential customers are looking to build in rural areas.
- More lenders will be comfortable lending to a homeowner with this construction approach vs. a traditional post frame metal building.
- Framing with 2x6 exterior walls allows for more insulation in turn increasing energy efficiency. By using 2x6 exterior walls increase rigidity and strength vs. 2x4 framing or purlins framing methods. 10ft walls, vaults and trays to add dimension and depth.
- Foundations are built with footings 48” deep, below the frost line, foundation walls are constructed with rebar reinforcement to add a lifetime of strength and dependability.
- Traditional framing on a foundation, using LP WeatherLogic, LP Legacy Sub-Floor, LP Smartside and CK Steel stands up to inclement weather such as hail and high wind events.
- The spirit of this build is to create and design a generational home - it is imperative DRH builds a home to last with minimal maintenance and sound warranties provided by manufacturers.

## TECHNOLOGY and DESIGN

### **BuilderTrend**

[www.buildertrend.com](http://www.buildertrend.com)

BuilderTrend allows customers to see the upcoming work schedule for their home and view photos and videos of the construction progress. All selections and house plans are submitted by the designer and approved by the customer inside their own owner portal. BuilderTrend also provides easy, clear communication with the job supervisor and project manager throughout the build process. The budgeting and lien waiver feature allows the contractor to provide banks everything they need to pass on a secure and seamless experience to the homeowner. Even after closing day, BuilderTrend handles the home warranty claims. Finally, BT integrates with QuickBooks for seamless accounting.





## TECHNOLOGY and DESIGN



### ***Hover***

<https://hover.to/>

HOVER creates accurately-measured, customizable 3D models of homes from smartphone photos. Homeowners can visualize a project before they start, and pros save time and money while being more transparent and collaborative.



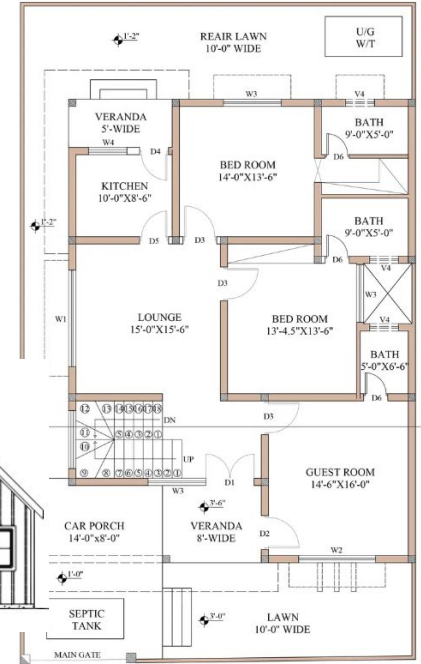
## TECHNOLOGY and DESIGN

### **Revit**

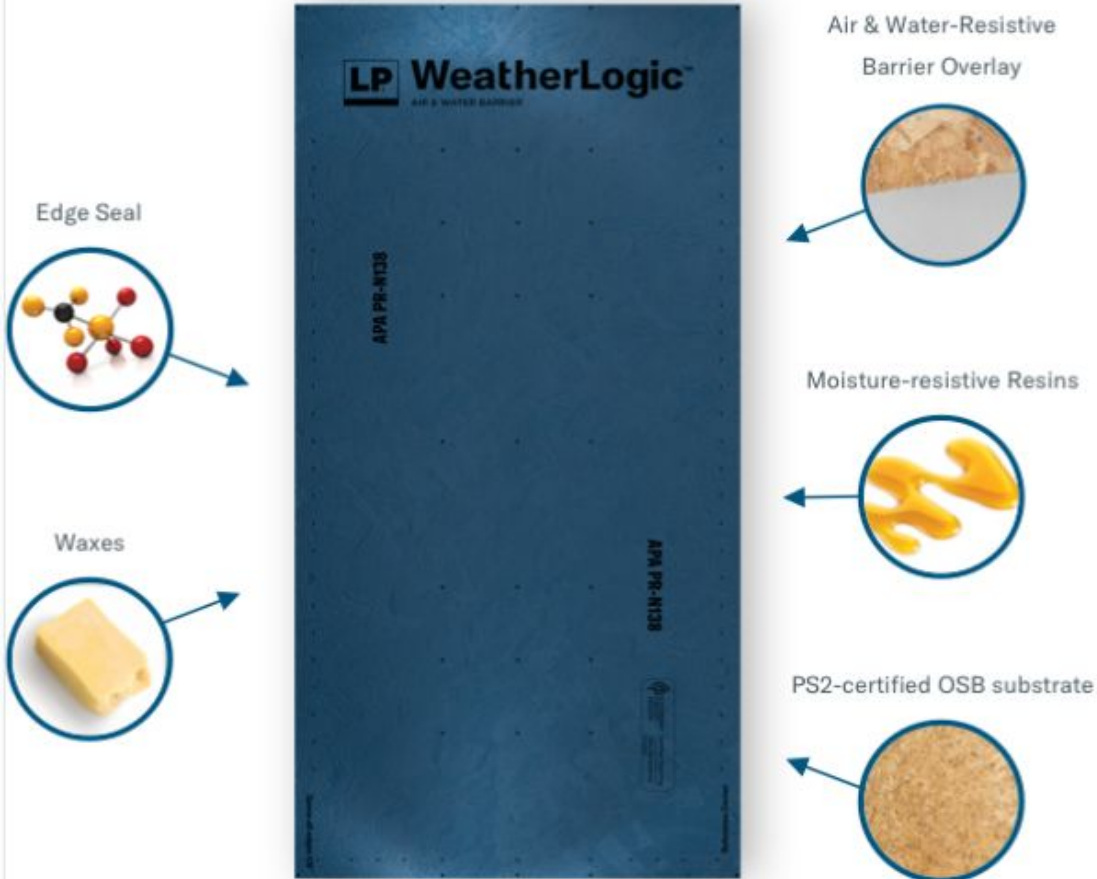
[www.autodesk.com](http://www.autodesk.com)

Revit® BIM software helps architecture, engineering, and construction (AEC) teams create high-quality buildings and infrastructure. Use Revit to:

- Model shapes, structures, and systems in 3D with parametric accuracy, precision, and ease
- Streamline documentation work, with instant revisions to plans, elevations, schedules, and sections as projects change
- Empower multidisciplinary teams with specialty toolsets and a unified project environment



## CONSTRUCTION MATERIAL HIGHLIGHT

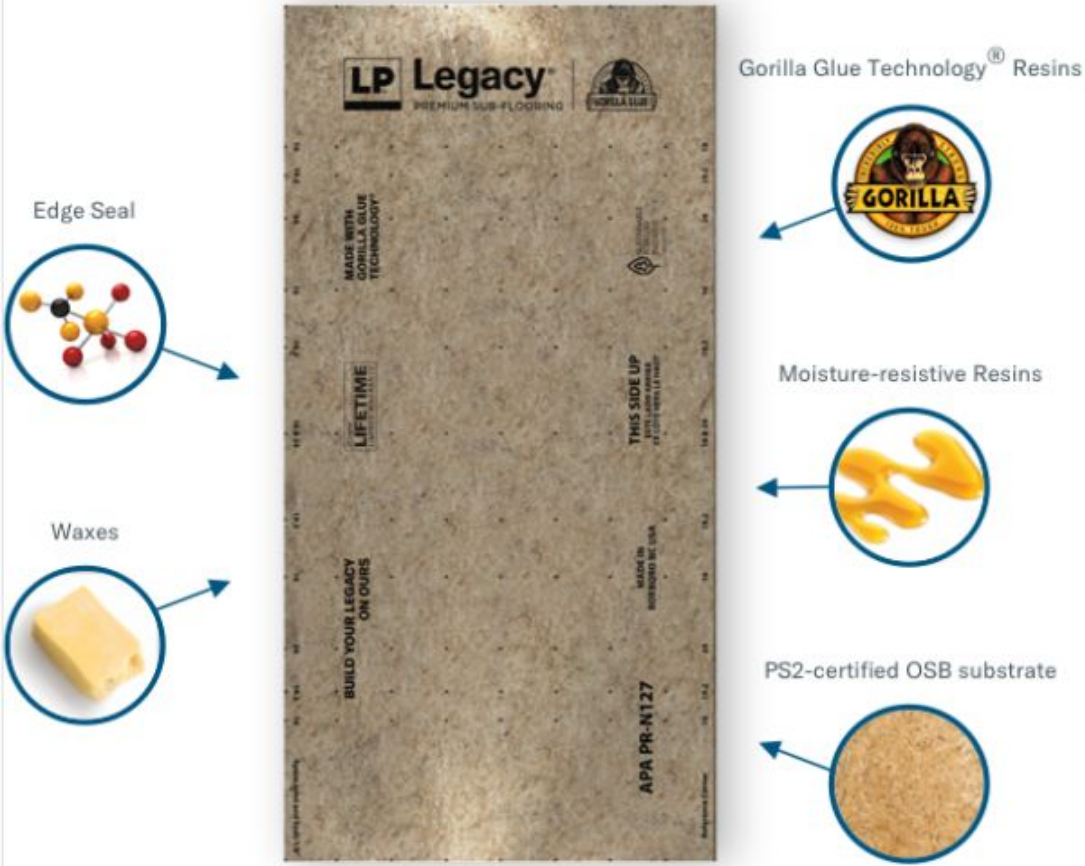


### *LP WeatherLogic*

- Structural I Sheathing
- Can be used for both roof and wall applications for greater versatility
- Water-resistant panels are available in 4-foot nominal widths and 8-, 9-, or 10-foot lengths
- Seam & Flashing tape is available in 3.75-inch and 6-inch widths; squeegees offer ease of installation and come with every box
- 30-Year Limited Warranty is one of the longest in the industry

Structural I OSB panel, LP's innovative manufacturing process combines wood strands oriented in cross-directional layers with waxes and resins for greater cross-panel strength and stiffness. Then, to create LP WeatherLogic® panels, an integrated, water-resistant overlay is added, completing an integrated exterior sheathing panel that provides both air and water protection. Rated for both wall and roof applications, the system eliminates the need for house wrap or roof underlayment (in most cases) while providing the increased capacity of Designed for roofing and walls, Structural I Rated Sheathing offers greater cross-panel strength and stiffness.

## CONSTRUCTION MATERIAL HIGHLIGHT



### *LP Legacy Sub-Floor*

- One of the Stiffest in Class - APA-verified as one of the industry's strongest, stiffest sub-floors alongside exceptional fastener holding.
- Gorilla Tough® Panels - Wood strands are coated with water-resistant resins using Gorilla Glue Technology® for exceptional stiffness.
- Superior Moisture Resistant - Subfloor sheathing panels are packed with more strands, resin and wax to provide exceptional resistance to moisture and edge swell.
- Industry-Leading Warranty - LP offers a unique Covered Until It's Covered® No-Sand Warranty PLUS a Lifetime Limited Warranty that lasts as long as the home.

To create LP Legacy® Premium Subfloor panels, logs are stranded and dried, then blended with waxes and resins. This includes Gorilla Glue Technology® that provides unmatched strength and moisture resistance throughout the panel. The strands are aligned in a specific orientation, sent through a press to bond at the molecular level, and cut to size. With this innovative process, LP Legacy panels represent one of the strongest, stiffest subfloor options on the market.

## CONSTRUCTION MATERIAL HIGHLIGHT

# BUILD BETTER WITH CARBON-NEGATIVE SIDING

LP® SmartSide® products store more carbon than the total greenhouse gas emissions released from resource extraction through to product distribution.

**LP SMARTSIDE PRODUCTS ARE MORE THAN CARBON NEUTRAL, THEY'RE CARBON-NEGATIVE**



Carbon neutral is when the amount of CO<sub>2</sub> emitted during the product's production is equal to the amount of CO<sub>2</sub> the product removes from the atmosphere over its lifetime.

Carbon-negative is when the amount of CO<sub>2</sub> emitted during the product's production is less than the amount of CO<sub>2</sub> the product removes from the atmosphere over its lifetime.



**WHY LP SMARTSIDE PRODUCTS ARE CARBON-NEGATIVE**



**RENEWABLE MATERIALS**

LP SmartSide products are primarily made from species from which naturally regenerate.



**INTENTIONAL MANUFACTURING**

LP SmartSide Siding is made up of 35% wood fiber which comes from sustainable wood sources.



**EFFICIENT UTILIZATION**

LP SmartSide efficiently uses 88% of the additional logs left in our products or as a renewable energy source in our process.

**LP SMARTSIDE PRODUCTS LEAD THE CHARGE IN SUSTAINABILITY**

**10x**  
MORE CARBON STORED

vs. LP SmartSide products that use fiber-cement-based products

**59%**  
LESS GREENHOUSE GAS

emissions from LP SmartSide products than fiber-cement-based products

For more information, visit [LPCorp.com/SmartSide-EPD](https://LPCorp.com/SmartSide-EPD)

**LP SmartSide**  
TRIM & SIDING

### LP® SmartSide® Trim & Siding

LP® SmartSide® Trim & Siding utilizes engineered wood strand technology that offers superior protection against hail, wind, moisture, fungal decay and termites. It is one of the most durable house siding solutions on the market, thanks in part to our proprietary SmartGuard® process.

The secret to LP SmartSide Trim & Siding remarkable durability is LP's proprietary SmartGuard® manufacturing process. It ensures that every strand of wood is treated with a carefully formulated mix of resins, waxes, and zinc borate and finished with an overlay to offer complete protection against hail, moisture, termites and fungal decay.

- Zinc Borate - This naturally derived additive helps engineered wood resist damage from termites and fungal decay.
- Resins - Engineered wood stands up to impact and survives freeze/thaw cycles due to resins that offer incredible strength.
- Waxes - Designed to resist moisture, waxes coat each strand to offer enhanced durability in humid environments.
- Overlay - This final element of protection resists moisture intrusion, providing a durable base for a finished look.

**LP® SMARTSIDE® TRIM & SIDING RECOGNIZED AS MOST SUSTAINABLE SIDING SUPPLIER IN GREEN BUILDER MEDIA'S BRAND INDEX 2022**

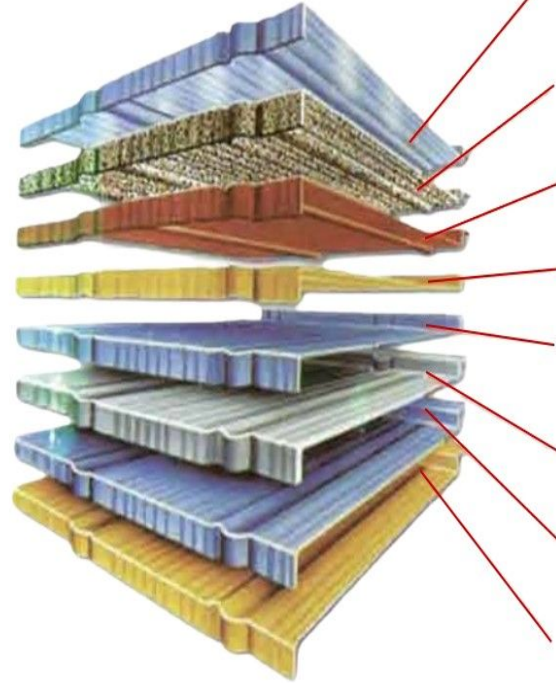
## CONSTRUCTION MATERIAL HIGHLIGHT

### *CK Steel*

CK Steel offers a stone coated metal roofing system which will be a permanent roofing solution. Worry-free, and protected for 50 years. With the installation of this product there is an opportunity for reductions in insurance premiums due to the class 4 impact rating.

It doesn't matter what the style, color, or surface treatment of any current roof. CK Steel can install stone-coated metal panels which takes a property to the next level. Whether the preference is the look of shingles, clay bricks, cedar, or slate, there's something to highlight the beauty of your home and improve its efficiency.

There used to be only a couple of types of metal roofing — corrugated metal, which has certainly improved over time but aesthetically has always been limited in options, or the much more costly copper cladding.



**Clear acrylic overglaze:**

Increase brightness and bonding strength, to prevent rain leak to the lower layer and granular structure.

**Stone chips:**

Cut off UV to protect the grass-roots, reduce rain noise and improve decorative function.

**Basecoat:**

Structure of adhering the up and down layers, to protect the underlying structure.

**Protective coat:**

Protect aluminum zinc layer, enhance the paint daubs function of the layer surface.

**Zinc-aluminum:**

High heat reflective rate, and strong corrosion resistance, energy conservation and it can increase the steel-plate using age.

**Steel base:**

High strength steel, metal construction of colorful stone coated metal roof basis.

**Zinc-aluminum:**

High heat reflective rate, and strong corrosion resistance, energy conservation and it can increase the steel-plate using age.

**Protective coat:**

Protect aluminum zinc layer.

DA  
HOMES

## CONSTRUCTION MATERIAL HIGHLIGHT

Our latest product – stone coated metal roofing. Stone coated steel roofing is combined with the look of tile, shake or shingle or other types to give a durable roof coupled with an aesthetically pleasing exterior.

- **WIND RESISTANT** - CK Steel stone-coated metal roofing is screwed directly to decking and interlocks together to provide a 150 MPH wind rating. Due to this installation method, blow-offs will not occur. Typically blow-offs are prevalent with all asphalt shingles.
- **WATER MANAGEMENT** - CK Steel stone-coated metal roofing provides stone-coated accessories which create a water management system to direct water directly into gutters. The components making up this system also provide an added layer of protection to fascia, eaves, valleys, and all points of potential water entry. Tiles stone grain and lab-designed surface can effectively lessen the noise caused by downpours and hail.
- **RESISTANCE TO SHIFTING** - Stone-coated metal roof tiles are lighter than traditional roofing materials. Therefore, the strain on the building's foundation is lessened, making it less prone to damage from earthquakes and other seismic activity.
- **HAIL RESISTANT** - CK Steel stone-coated metal roofing protects up to golf ball-sized hail and is certified with a class 4 impact rating. This classification is preferred by Insurance companies due to the added protection to the homeowner. use inorganic building material made of aluminized zinc steel plate and colored stone particles. During hailstorms, they better protect your property and are less likely to be damaged by the hail.
- **FIRE RETARDANT** - CK Steel stone-coated metal roofing is made from heat-resistant and non-combustible materials giving it a Class A fire rating.



STEEL



## CONSTRUCTION MATERIAL HIGHLIGHT

### *Cambria Quartz Countertops*

Naturally durable, maintenance free, and available in an endless array of designs and colors, Cambria quartz surfaces are the perfect choice for any application. While quartz countertops are often called “engineered” or “man-made,” quartz is actually one of the hardest, most abundant natural elements. Cambria combines high-quality, pure quartz with pigments and binder to create strong, compact slabs with unsurpassed performance.

### *Cambria Full Lifetime Warranty*

Their passion for offering unsurpassed products, services, and experiences never ends. Their industry-leading, transferable Full Lifetime Warranty makes sure of it.

Benefits of Our Warranty:

- Full Lifetime Warranty
- Transferable - If you move out of your home, our quartz warranty stays behind with the new owners.
- Superior Service - Our expert technicians offer complimentary services such as finishing work, documentation, and advanced cleaning.





## Davis and Reed New Homes WorkFlow

- 1) Meet the Team
- 2) Develop Budget/Pre-approval
- 3) Schedule Land Walkthrough
- 4) Builder's Agreement/Deposit
- 5) Floor Plan Meeting
- 6) Floor Plan/receive endorsement
- 7) Dimensional Plan Development
- 8) Plan and Specs Meeting/receive endorsement
- 9) Apply for permits, submit blueprints to all  
companies we interface with
- 10) Progress through the five phases of the design process
- 11) First Draw -Material Orders (lumber, window,siding, roofing)
- 12) Dig
- 13) Second Draw - Foundation, Ground Plumbing, Flat Work
- 14) Electrical walkthrough
- 15) Third Draw - Framing Labor, HVAC, Above Ground Plumbing, Electrical
- 16) Cabinet and Trim walkthrough
- 17) Fourth Draw - Drywall, insulation, roofing and siding labor
- 18) Fifth Draw - Cabinet, flooring, paint
- 19) Sixth Draw- Finishes
- 20) Blue Tape Walk Through

***Welcome Home!***

# Design Process



## 1 *Floor Plan*

During your floor plan meeting(s) D & R Homes will design a floor plan that has effective flow and address the solar orientation to make the best of the surrounding space.



## 2 *Plan & Spec Exterior Selections*

After floor planing comes Plan & Spec. D&R Homes will walk you through the dimensional plan and the homeowner signs off on the blueprint to finalize the design. Next the homeowner is guided through exterior selections with the use of a 3D program called Hover.



## 3 *Kitchen & Interior Selections*

In this phase the design team will gather information from the homeowner to achieve the interior aesthetics and design look a client is wanting.



## 4 *Finishes*

At this stage the final interior design is wrapped up with paint, light fixtures and floor coverings .

## QUALITY CRAFTSMANSHIP

PROTECTION FOR YOUR INVESTMENT  
Schrock™ provides the best quality cabinet at every price point, all backed by a limited lifetime warranty from the #1 cabinetry manufacturer in the industry.

## Schrock

*Uniquely yours.*

Schrock® Cabinetry offers different series to meet a variety of needs. Your designer will help you determine which is the right fit for you and your design.

To understand what is available in each series, look for the icons throughout this design guide.

- ENTRA® SERIES**  
A great entryway into Schrock® Cabinetry, the Entra® Series offers all the essentials to create a beautiful design.
- TRADEMARK® SERIES**  
When your project calls for additional nuance - like storage, organizational features and additional touches that are uniquely you - step up to Trademark® Series.

- BOUTIQUE® SERIES**  
When even more style and finish options are desired, visit [schrock.com/products](http://schrock.com/products) or talk with your designer about Boutique® exquisite offerings.



TAP INTO THE LATEST TRENDS

### CABINET COLOR MIXING STILL TRENDING

**46%** Homeowners that chose a contrasting island color

Top 3 choices for island color:  
Almost 25% Blue | 15% Gray | 12% Black

Source: HOUZZ

Shown: Plymouth Maple Steam® Paint Island: Maple Kanga Steam Trademark® Series.



Base with Food Storage Container Organizer

### INSIDE THIS DESIGN GUIDE

- 1 DESIGNER SPOTLIGHT
- 2 TAP INTO THE LATEST TRENDS
- 4 STYLE WITH STAYING POWER
- 12 JUST THE RIGHT FINISH
- 24 ORGANIZATIONAL OVERHAUL
- 28 WOOD HOODS THAT IMPRESS
- 30 PERSONALIZE WITH ACCESSORIES

### TOP 3 MOST REQUESTED FUNCTIONAL DESIGNS\*

- Customized Storage Solutions (like the biometric security drawer shown below)
- Multi-Functional Islands
- Open Configurations



Biometric Security Drawer



Wall Appliance Garage with Vertical LPI Door

### MUST-HAVE FEATURES RESPOND TO SMALL-APPLIANCE TREND\*

Appliance garages, like the one shown to the left, are key in concealing steamers, air-fryers and slow-cooking appliances.

Food Storage Container Organizer, shown above, puts meal prep at your fingertips.

### AVOID REGRET™...

Kitchen aspects for which homeowners most regret not upgrading:

- 33% Made kitchens larger
- 26% Cabinets
- 25% Pantry
- 24% Storage/Organization

\* 2023/2024 MasterBrand Cabinetry Trends Report  
\*\* Source: MCH - 2023 Remodelers 360



DESIGN TRENDS

## Windows and Garage

### *Window standards:*

- 5ft wide
- Black out/White in or Black out/Black in.

### *Garage standards:*

- 1200 sq ft
- 8 ft height
- Color Black



## INFRASTRUCTURE

*D&RH and CK Steel have selected strong companies to work with in key areas in order to support the businesses needs and growth:*

- Accounting - MHCS, PC (MCGOWEN, HURST, CLARK & SMITH, P.C.)
- Law - Whitfield & Eddy Law
- Insurance - Holmes Murphy
- Business Banking - State Savings
- Construction Loan - Lincoln Savings
- Real Estate - Realty One Group(Kenan Davis) and RE/MAX Precision(Cui Davis)
- DSM HBA - Home Builders Association of Greater Des Moines
- Engineering - Civil Engineering Consultants (CEC)
- Foundation - Monarch Poured Walls
- Logistics - C.H. Robinson
- Inventory - Leachman Lumber

**CEC**

Civil Engineering Consultants, Inc.



**RE/MAX**  
Precision

ONE | REALTYONEGROUP



**C.H. ROBINSON**



**M+CS**



VIDEOS

Davis and Reed Homes Barndominium Video

[https://youtu.be/1NJ\\_4UbO5tw](https://youtu.be/1NJ_4UbO5tw)

CK Steel Video

<https://youtu.be/7ZSfETxGmqo>

DAVIS & REED  
HOMES

In the spirit of the Cowboy Series Barndo...

