

Selling WITH CC  
BUY • SELL • BUILD

kw ATLANTIC  
PARTNERS  
KELLERWILLIAMS. REALTY



NEW  
CONSTRUCTION  
GUIDE



# THANK YOU

*Thank you for choosing to put your trust in our team to sell your home.*

*We do not take this lightly and put our heart into every listing as if it were our own. We believe no one succeeds alone so it makes sense that you have a powerful team to take care of your number one investment.*

*We've helped over 2,500 families move and we hope you feel like number 1. Our commitment is that we will work hard, negotiate hard, communicate often and sell your home. Our goal is that when we do this we will have earned your trust and at least one referral from you.*

*Welcome to the SCC family.*

**CC Underwood**  
Owner and CEO

# MEET YOUR TEAM



LAUREN FISHER

Director of Team  
Engagement



MELLISA UNREIN

Transaction  
Coordinator



HANNAH CARNES

Director of Marketing



MARY DUONG

Inside Sales Agent

## CONTACT INFORMATION

(904) 302-4800

[WWW.SELLINGWITHCC.COM](http://WWW.SELLINGWITHCC.COM)

# MEET OUR ENDORSORS

Selling with CC is proud to be trusted & backed by the best



**BARBARA COCORAN**

REAL ESTATE ENTREPRENEUR &  
HOST ON ABC'S *SHARK TANK*



**GARY LEVOX**

LEAD SINGER & SONGWRITER,  
*RASCAL FLATTS*



**ROBBIE ROSE**

RADIO CO-HOST, *THE BIG  
SHOW* 99.1 WQIK



**KATIE BUTCHINO**

RADIO CO-HOST, *THE BIG  
SHOW* 99.1 WQIK

# WHY USE AN AGENT TO BUY NEW?

## Experience Matters

- A knowledgeable and professional Realtor® in New Construction homes process
- Thorough consultation to determine your unique wants and needs in a home
- Expertise in building hundreds of new homes to help you know what to look for
- An advocate and consultant during appointments
- Experience in what not to do when building
- Design guide for structural and cosmetic upgrades
- An expert team to help keep you connected with dates and timelines
- This guide to help you understand the process
- Great relationships with builder agents that want to work with us so we bring them more business
- Extra eyes on the home and emails when you are not available
- Experts in getting you the best ROI at the design center to raise your future value
- You need an advocate when things go sideways (and they will)
- On average we save our Buyers 12% off the price (inventory) plus additional incentives
- The builder pays our fee

## I Will Commit To...

- Organizing new home communities
- Personally touring homes and neighborhoods with you
- Communication throughout the building process
- Being your advocate when things get tough
- Helping you with design options and the resale value
- Attending meetings and Walk throughs where permitted by builder
- Offering Inspectors to give you piece of mind through the building process
- Communication to answer all of your questions

# BUILD OR INVENTORY?

## BUILDING

Most people love the opportunity to build their home from scratch. They get to choose every option to build the home that has what they want- and it's new.

Timeframe- 7 - 12 months is typical for an average sized home however larger homes and fully custom homes may extend this timeframe. You will choose from the lots the builder has available.

Once you choose your floor plan you will have a plan review, then meet at the design center to choose your options for cabinets, flooring, countertops, etc. and this can take 2-4 hours or more. The home then goes to permitting, slab, framing, roof, electrical and plumbing, drywall and finally cosmetic installation. This is just an overview. You will have several meetings with the builder and your agent throughout the process. You will have an initial walk through a week before closing and likely a final walk through right before closing.

You will pay dollar for dollar for everything you want because you are building how you want it.

## INVENTORY OR PRE-BUILT

These are new construction homes the builder has built with their upgrade choices and has already passed the permitting phase or listed as a "move in ready" home that has been completed by the builder. The current market will determine what that deal looks like. Negotiations could be on price or concessions like closing costs.

You will still have a walk through and have incentives tied to using the builder's lender.



# THE BUILDING PROCESS

01  
*Contract*

---

02  
*Plan Review  
(structural and  
cosmetic options)*

---

03  
*Permitting*

---

04  
*Slab/Framing*

---

05  
*Roof*

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06  
*Plumbing and Electric*

---

# THE BUILDING PROCESS

07

*Drywall*

---

08

*Cabinets*

---

09

*Flooring*

---

10

*Appliances and Other  
Cosmetics*

---

11

*Walk-Throughs*

---

12

*CLOSING!*

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# NEW CONSTRUCTION

# TIMELINE

TIMELINES ARE SUBJECT TO CHANGE

## CONTRACT REVIEW 1-2HRS

You and your agent will attend together and you should already know

## STRUCTURAL OPTIONS

Many are to be determined at contract time or plan review. Ask for structural pricing up front if available. Common things the buyer needs to ask for at this stage are:

- Garage height & length
- Floor plugs
- Additional windows
- Electrical plugs and ceiling fan prewires
- Light switches
- Fireplace (gas or wood)
- Alarm system or smart home prewire
- Raised ceilings
- Bump outs in rooms
- Water softener loop
- Double ovens
- Pool prewire
- Gas package
- Redraw or redesign bathroom
- Flooring

## PLAN REVIEW

Structural, electric, plumbing, lot and site visitation rules

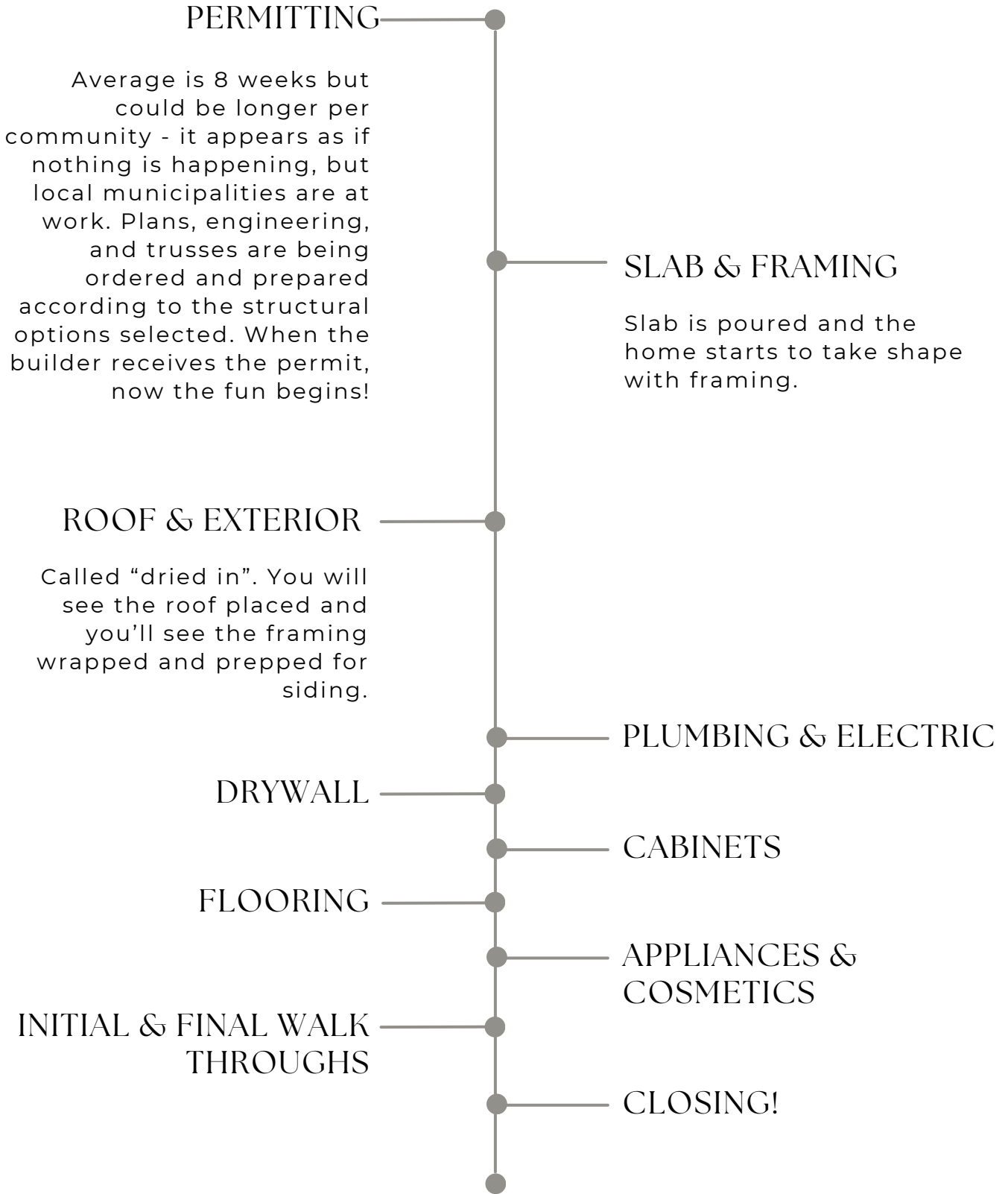
## DESIGN CENTER

Average is 2-4hrs with additional time if needed

# NEW CONSTRUCTION

# TIMELINE

TIMELINES ARE SUBJECT TO CHANGE



# GETTING STARTED

## Contract

**Read it. Yes, all of it.**

Of course it protects the builder. They assume the risk.

## Contingencies

### Home to Sell

Each builder is different in their policy and could vary with market conditions. (None, 30 days, 60 days, requesting extensions, etc.)  
Call ahead and ask

### Financing

Read the contract. Many financing contingencies state the buyer will purchase the home if they are approved for financing of any kind, not the financing the buyer wants. Prepare yourself that walking away outside of the terms of the contract will forfeit the deposit.

When building a home, think about qualifying at contract vs. 6-8+ months down the road. Interest rates and/or loan program may change. It is important that buyers discuss any changes with the lender. Actual loan approval process may not start until the home is 45 days to completion.



## Incentives

**Some may be tied to using the builder's lender**

Lender examples are:

- Price discounts
- Extra money towards design center
- Closing costs paid
- CDD paid
- Lot premiums waived

# FAQS

## Delays

**You may want to visit a property everyday and see progress, but that may not happen**

- Weather
- Subcontractors and other labor struggles
- Materials

## Mistakes

**They happen and when they do communicate to come up with a solution. A few reasons mistakes happen are listed below**

- Man made product
- Multiple people looking at multiple plans
- Multiple changes to an original plan
- Market conditions increasing demand to build

## Why are deposits larger?

- Longer timeframe to close
- Builder takes on the costs to build and risks upfront
- Buyer finances can change in 6-8+ months
- Should buyer back out or lose financing the builder may be stuck with design choices or incur more cost to change

## Different types of builders

- Production Homes – Typically larger communities and have a variety of options from build from the lot, inventory/in progress building and spec/finished homes. Mainly cosmetic changes to home.
- Semi-Custom – Many share communities with other builders or could have a smaller community for themselves, they have more options for changes that may include structural and interior changes
- Custom – You find and pick the lot, you pick the builder, and you design together. You can create a truly unique design





# COMMUNICATION

Most of the communication will come from the Builder's Agent, Builder, Title, or contractor directly to you. Request that your agent be a part of it. Also forward any communication you receive about meeting dates and times to keep your agent in the loop. The best communication comes when everyone is on the same page, get everything in writing.

If you are asked to sign anything after contract, consult your agent right away.

# NEGOTIATING

There is a cost to build and when you build from lot, you will pay for what you want. Remember, the builder incurs costs every month. If you walk, the builder still has to sell the home and may have to change some of your design choices. Sure, you can ask for included items.

Spec homes may offer different negotiating. Spec homes are new and you did not choose any of the design options. The builder is waiting for a buyer. Again talk with your agent on what is most important. Market conditions and available inventory will also dictate what is acceptable for negotiating.

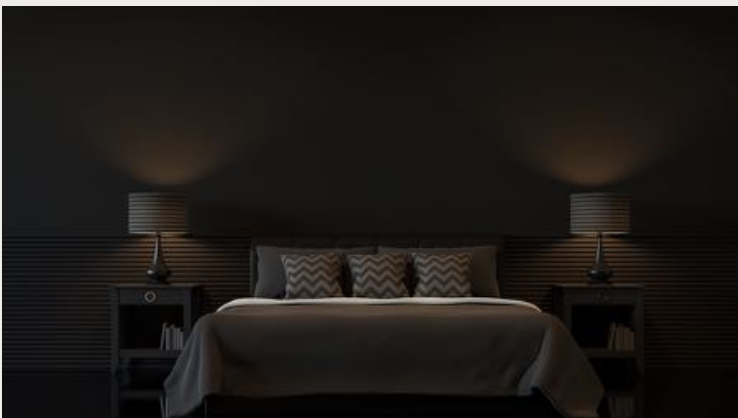
# PRICING

**Base Price of the home with standard included features and upgrades**

**Lot premium** - Longer lot, wider lot, private lot, cul de sac, water view and preserve are some items that will affect the lot premium

**Structural changes** - could be a fee per design change along with additional building costs. Many will have predetermined pricing for common changes, others may need to price out what your buyer wants.

**Design Center**- Estimate 10-20% of base price. After a certain percentage over, the buyer may be asked for a design deposit or to pay the extra fees out of pocket. A home that is over upgraded may not appraise and buyer may be responsible for the difference.



# THE DESIGN CENTER

**You never know what you're in for. The more prepared the better. Some changes will have to be done at time of contract**

- Have your colors picked out from similar in the neighborhood (you may only have a few to choose from depending on the builder)
- Take pictures of what you liked in the model
- Save photos of your design them
- Have a predetermined budget in mind before starting the color selections, it can easily get out of control
- Take pictures of the selections you make at your design appointment
- Have a game plan for your wants and needs as well as what you can live with today and change later to make the most of your financed upgrades
- Remember not everything you upgrade will have an impact on resale, some upgrades are just for you and your taste. Talk to your realtor about ROI for these items

Some of what you will be choosing:

- Roof color
- Cabinet color (for every room)
- Flooring (every room)
- Counters (every room)
- Interior/Exterior
- Paint
- Light fixtures
- Door knobs
- Finishes
- Grout colors



# QUESTIONS TO ASK THE BUILDER

- What are the lot dimensions?
- Are the trees preserve or buffer?
- Where are the building restriction lines?
- How large of a pool can the lot have?
- What type of fencing is allowed?
- What are the community HOA fees?
- Any CDD fees?
- Is there a Master Association?
- Any Capital Contribution fees?
- How is the drainage flow?
- How will the lot be graded?
- What are the schools?
- What amenities are included
- Flood Lights
- Garage height/length/width
- Driveway length
- House placement on the lot
- Can you move the HVAC?
- Where does the insulation go?
- How much is extra insulation?
- Can you add flooring to attic?
- Can you redesign any rooms?
- What can you move or redesign?
- Do you plan on installing a pool later?
- How do you use your current home?
- Electrical outlets, how many & where?
- Electrical for generator
- Changing the sliding glass door
- Lighting in the attic
- Adding more canned lighting
- Bump out to make rooms bigger
- HOA RULES
- Side door for garage
- Summer kitchen stubs
- 1 or 2 tankless water heaters





# NEW HOME DATES AND TIMELINES

- Executed Contract with buyer and builder signatures \_\_\_\_\_  
(date)
- Initial Binder Deposit \_\_\_\_\_ (due date)
- Connect with Preferred lender \_\_\_\_\_ (due date)
- Second Deposit \_\_\_\_\_ (due date)
- Additional Deposit \_\_\_\_\_ (due date)
- Plan Review/Structural Appointment \_\_\_\_\_  
(date/time)
- Design Appointment \_\_\_\_\_ (date/time)
- Permits
- Slab/ Pre -Slab Inspection \_\_\_\_\_ (date/time)
- Framing
- Roof
- Systems (plumbing, electrical, HVAC )
- Pre Drywall Inspection \_\_\_\_\_ (date/time)
- Pre Drywall Walk through \_\_\_\_\_ (date/time)
- Drywall
- Loan Process (if not before, about 45 days prior to close)
- Cabinets
- Flooring
- Appliances
- Final Inspection \_\_\_\_\_ (date/time)
- Initial Walk Through \_\_\_\_\_ (date/time)
- Final walk Through \_\_\_\_\_ (date/time)
- Closing Day \_\_\_\_\_ (date/time/location)

# WALKTHROUGH CHECKLIST

WE ADVISE HAVING 3RD PARTY INSPECTIONS COMPLETED AT SEVERAL  
POINTS DURING THE BUILD

01	CAULK/SEALING OF COUNTERS, WINDOWS, & SLIDING GLASS DOORS	YES <input type="checkbox"/>	NO <input type="checkbox"/>
02	SHOE MOLDING IN CABINETS	YES <input type="checkbox"/>	NO <input type="checkbox"/>
03	GROUT FILLED IN TILE	YES <input type="checkbox"/>	NO <input type="checkbox"/>
04	CHECK ALL APPLIANCES WORK	YES <input type="checkbox"/>	NO <input type="checkbox"/>
05	RUN DISPOSAL	YES <input type="checkbox"/>	NO <input type="checkbox"/>
06	HOT WATER CHECK	YES <input type="checkbox"/>	NO <input type="checkbox"/>
07	RUN WATER IN SINKS TO CHECK FOR LEAKS	YES <input type="checkbox"/>	NO <input type="checkbox"/>
08	FLUSH TOILETS TO CHECK FOR CLOGS	YES <input type="checkbox"/>	NO <input type="checkbox"/>
09	CAULK/SEALING OF COUNTERS, WINDOWS, & SLIDING GLASS DOORS	YES <input type="checkbox"/>	NO <input type="checkbox"/>
10	REVIEW ALL INTERIOR DRYWALL FOR HOLES OR PATCHES	YES <input type="checkbox"/>	NO <input type="checkbox"/>

# WALKTHROUGH CHECKLIST

WE ADVISE HAVING 3RD PARTY INSPECTIONS COMPLETED AT SEVERAL  
POINTS DURING THE BUILD

11	SPRINKLER HEADS ALL RAISE AND REVIEW SYSTEM	YES <input type="checkbox"/>	NO <input type="checkbox"/>
12	CHECK LIGHT AND OUTLET PLATES FOR CRACKS	YES <input type="checkbox"/>	NO <input type="checkbox"/>
13	OPEN ALL CABINET DOORS & CHECK FOR CRACKS IN AND ON CABINETS	YES <input type="checkbox"/>	NO <input type="checkbox"/>
14	REVIEW EXTERIOR WALLS FOR CRACKS OR HOLES	YES <input type="checkbox"/>	NO <input type="checkbox"/>
15	CHECK PAINT INCONSISTENCIES	YES <input type="checkbox"/>	NO <input type="checkbox"/>
16	CAULK/SEALING OF COUNTERS, WINDOWS, & SLIDING GLASS DOORS	YES <input type="checkbox"/>	NO <input type="checkbox"/>
17	SHOE MOLDING IN CABINETS	YES <input type="checkbox"/>	NO <input type="checkbox"/>
18	GROUT FILLED IN TILE	YES <input type="checkbox"/>	NO <input type="checkbox"/>
19	CHECK ALL APPLIANCES WORK	YES <input type="checkbox"/>	NO <input type="checkbox"/>
20	RUN DISPOSAL	YES <input type="checkbox"/>	NO <input type="checkbox"/>

# LET'S GET SOCIAL



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