



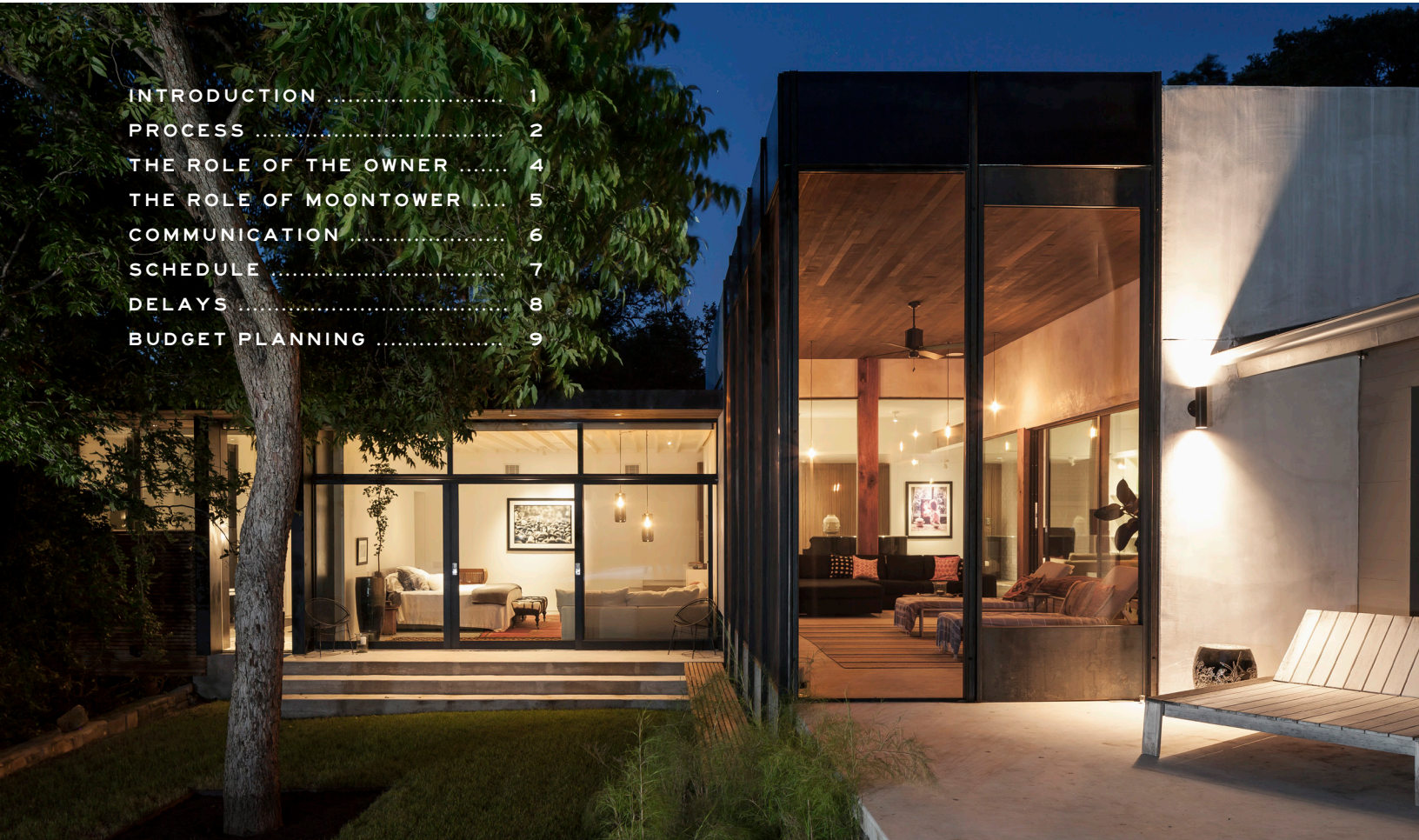
Design Expectations Guide

CRAFT THE HOME YOU LOVE



Table of Contents

INTRODUCTION	1
PROCESS	2
THE ROLE OF THE OWNER	4
THE ROLE OF MOONTOWER	5
COMMUNICATION	6
SCHEDULE	7
DELAYS	8
BUDGET PLANNING	9



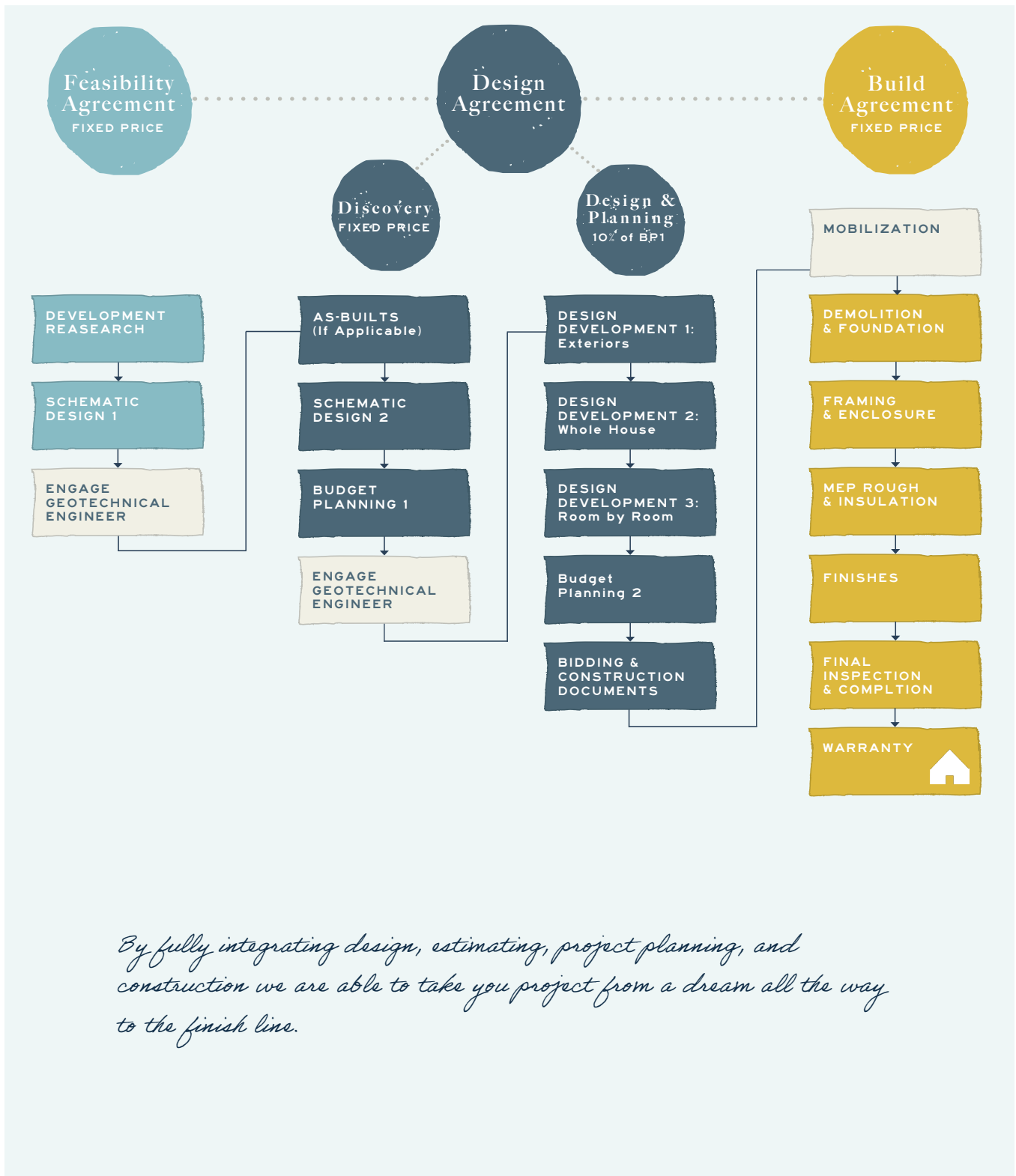
Hello there, friend of Moontower!

We've learned through the years that successful projects rely on great communication. Below is our Design Expectations Guide. We ask that you review it before we get started and reach out with any questions.

Thanks for allowing us to be your team!



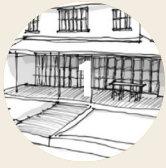
Our Design Build Process



By fully integrating design, estimating, project planning, and construction we are able to take you project from a dream all the way to the finish line.



Our Design Build Process



Feasibility

**DISCOVER WHAT'S
POSSIBLE**

We begin with a custom feasibility study grounded in research where we research the development regulations specific to your property and evaluate the condition of your site and home. For a fixed fee, we complete our research, document the existing home and property, and present two custom schemes that address your needs. We provide a construction cost estimate for each scheme to help you better understand your options and assess project feasibility.



Discovery

**TAILOR TO YOUR
NEEDS**

Once feasibility is complete, we continue to the rest of Discovery where we fine tune the scheme to your liking and begin to discuss the look and feel of the spaces with our custom “style story”. We also complete full as-built drawings of your home to serve as the foundation for our permitting and design development drawing sets.



Design & Planning

**WORK THROUGH THE
DETAILS**

Once we've got a clear direction, it's time to dive into design. In Design and Planning all selections are made and presented to the clients for review. A 3-D model will be generated for your project to help you visualize the space. Technical drawings are completed, a structural engineer is engaged, and all permit drawings are readied. Moontower applies for a permit on your behalf and manages all necessary updates for clearance.

Our trusted network of subcontractors are introduced to the project and bids are provided for work to begin.



Build

**BUILD YOUR
DREAM HOME**

With a detailed design and a fixed price contract for construction, we're all set up for a smooth build. Our trustworthy superintendents and project managers handle the day-to-day tasks of scheduling and subcontractor coordination, allowing you mental relief knowing your project is being taken care of. Regular meetings are organized with you and your design team to inspect progress and address any questions. Your construction team provides regular updates on schedule and any tailored customizations. Craft is monitored and subcontractor coordination is managed from start to finish ensuring a top quality home.



The Role of The Owner

What can I do to make my project go as quickly as possible?

1 SPEEDY FEEDBACK:

When you are reviewing presentations, meeting minutes, or making decisions, quick feedback on your part helps maintain the project schedule. A few days to a week is ideal.

2 TIMELY REQUESTS FOR REVISIONS:

Providing feedback at the right time saves extra work. The further we get in the process, the harder it will be to make large adjustments to the design without extending your schedule and adding design expense. We offer opportunities for feedback and revision at every stage of design and will make sure we get your sign off at each milestone.

How can I be a good client?

1 UNDERSTANDING:

Meeting schedule and budget goals require consistent, timely effort from all parties.

2 FINDING COMPROMISE:

Finding compromises and the just-right balance of financial investment and executing what you value the most will be required over and over.

3 HONESTY:

Don't be afraid to hurt our feelings if you don't like something. It takes time to get to know you and your preferences. The more you share, the better we can be at our job.



Wait, you can't read my mind?

Our process will inspire you. It may lead to different outcomes than what you imagined. It takes some time to get everything right. We are committed to listening to you and incorporating your feedback and if we miss the mark on anything, large or small, please let us know!

WE'LL MAKE SURE WE GET IT RIGHT TOGETHER.

The Role of Moontower

One of our core motivations for creating Moontower was an interest in making building fun! In an industry dominated with stories of discontent and hardships, we aim to centralize responsibility and bring fun back into the business. After all, you only get to do this once, right?

Who will be working on my project?

LEAD DESIGNER

The project manager for the design phase and your primary point of contact for architectural drawings, selections, and design schedule.

BUILD DIRECTOR

The build team representative during design to help with assessing existing conditions and structures, help with project coordination and maintain quality control

DESIGN DIRECTOR

The design team and quality control manager and the main point of contact for questions regarding the design process, your experience, and design billing.

INTERIOR DESIGNER

The interior specialist who establishes style vision with the owner(s) and leads the selection of interior finishes (tile, color, wallpaper, hardware, door style, etc). If requested, soft goods (furniture, window shades, etc) can be selected under additional hourly services.

ESTIMATOR

The person responsible for the build evaluation, budget updates during the design phase, and bidding.

WILL EVERYTHING GO PERFECTLY ON MY PROJECT?

Likely, no. Completing a custom home typically takes between 30 and 50 different companies, and suppliers. You will likely feel frustrated at some point during the process. When this happens, please remember that we will find a solution to the situation, and communication is key.

WILL I ALWAYS BE HAPPY WITH MOONTOWER?

That's the goal, but if you are frustrated with us, please let us know. Every project has its own unique challenges and every client has their own communication style. If you let us know what's going on, then we can work to improve the situation.



Communication

HOW DO I COMMUNICATE WITH MOONTOWER?

We recognize that a big part of our job is delivering your vision and encourage you to share feedback any time. If you need to meet with our staff, please schedule an appointment so we are prepared to meet with you.

Phone conversations and texts can help work through details quickly but should be followed up by emails if decisions are made. Moontower also uses a cloud based application called Construction Online to manage project information such as agendas, meeting minutes, presentation documents and drawing sets. We'll set you up with a log in for this once we get going.

WHO DO I COMMUNICATE WITH DURING MY PROJECT?

Your Lead Designer is the primary point of contact during design for all project and schedule related matters. Our Design Director is the best person to talk to about design billing or your design agreement. When we move into the construction phase, you'll have additional support from your construction team including a project manager and a site superintendent.

HOW OFTEN DOES MOONTOWER COMMUNICATE WITH ME?

We will touch base with you at a minimum every two weeks via an email update or meeting. We like to establish a bi-weekly check in schedule at the beginning of the project, but understand when things get adjusted around busy schedules, holidays, vacations, and the like.

DO MY PARTNER AND I HAVE TO ATTEND MEETINGS TOGETHER?

We need all decision makers present at design presentation meetings to facilitate a well-rounded discussion and offer opportunities for consensus building. We understand that sometimes one partner is leading communication with Moontower and is authorized to speak for the family. We are happy to meet with just one party as needed for follow ups check-ins, but we find it better for the project schedule and design efficiency when all decision makers are present at critical milestone presentations and would encourage this for at as many meetings as possible.

Your regular involvement and input is crucial to moving the design forward smoothly and successfully



Office hours are 9am -5pm Monday through Friday with some variation.



Schedule

DESIGN...HOW LONG DOES THAT TAKE?

We allow 8-12 months average for design and permitting for each project, but timeline varies with the size and type of project. The design and construction planning phases happen concurrently in this window of time.

HOW ACCURATE IS YOUR DESIGN SCHEDULE?

Our Design process is executed in small chunks of work marked by frequently scheduled meetings, allowing you lots of opportunities to provide feedback and observe progress. We do our best to set realistic expectations, meet deadlines, and update you when changes affect your timeline.

PERMITTING...HOW LONG DOES THAT TAKE?

Permitting timeline varies depending on project type and location, but usually takes around 8-12 weeks to complete.

BUILD...HOW LONG WILL THAT TAKE?

A general timeline for a medium remodel or addition only is 6-10 months, and a large remodel is 10-16 months. New construction takes a minimum of 8 months to complete (for a small backhouse or ADU) but can easily take 12+ months depending on finishes and scale.

HOW ACCURATE IS YOUR BUILD SCHEDULE?

For construction milestones, we divide the Build phase of the project into five phases (demolition & foundation, framing & enclosure, MEP roughs & insulation, finishes, and final inspections & punch) and set a completion in target. During your build your schedule can change depending on circumstances in the field (see build delays) or change orders. When this happens, your Project Manager will update you.



Our fixed fee construction contract coupled with an effort to minimize changes in construction allow us to better deliver on your build schedule.



Delays

CAN YOU GIVE ME EXAMPLES OF A SCENARIO THAT COULD DELAY THE PROJECT DURING DESIGN?

1 MOONTOWER RELATED:

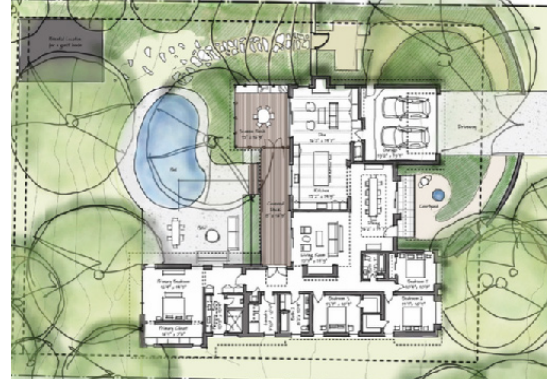
· Your lead designer has a death in the family and has to take a week off last minute to tend to their affairs. We allow for flexible time off in the proceeding weeks.

2 PERMITTING RELATED:

· The city is closed for training and staff development and the permit submission is delayed until they reopen.

3 CONSULTANT RELATED:

· Your structural engineer is backed up. We're on a two week delay waiting for their revisions.



CAN YOU GIVE ME EXAMPLES OF A SCENARIO THAT COULD DELAY THE PROJECT DURING THE CONSTRUCTION?

1 SUPPLIER RELATED:

· As we get closer to the window delivery we check in and learn that their production department can't keep up with demand. This ultimately delays the project 3 weeks.

2 WEATHER RELATED:

· We dug out 5 feet of soil for your new slab-on-grade foundation and then it starts to rain. It rains for weeks intermittently, never allowing the ground to dry out long enough for us to pour the foundation. Your project gets delayed one month.



Budget Planning

CAN YOU PROVIDE AN EXAMPLE OF A PROJECT BUDGET?

PROJECT BUDGET	\$	PAY WHO? WHEN?
MOONTOWER DESIGN AGREEMENT		
Feasibility Study	\$5,500	Moontower
Discovery	\$10,500	Moontower
Design + Planning <i>*11% of Estimated Construction Price</i>	\$88,000	Design + Planning, Monthly
CONSULTANTS + PERMITTING		
Property Survey	\$2,000	Surveyor Before starting the Feasibility Study
Third Party Site Visits <i>*As needed for more informed budgeting, especially with remodels</i>	\$900	Moontower Discovery As needed
<i>*Reimbursable design expense</i> -Plumbing lines scope - \$350 -Electrician site visit - \$150 -Depth of existing foundation - \$150 -Structural site visit - \$250		
Geotechnical Report <i>*If needed for remodel/addition; required for new construction</i>	\$2,200 - \$3,500	Consultant Design + Planning, Once
Structural Engineering	\$3,500- \$5,000	Consultant Design + Planning, Once
Permit Fees <i>*Reimbursable design expense</i>	\$2,500	Moontower Design + Planning, Once
DESIGN INVESTMENT TOTAL	\$113,900	
MOONTOWER BUILD CONTRACT		
Construction Price <i>*Turnkey Fixed</i>	\$800,000	Moontower Build, Monthly
BUILD INVESTMENT TOTAL	\$800,000	
TOTAL PROJECT INVESTMENT	\$913,900	

TURNKEY MEANS ALL INCLUSIVE, RIGHT?

Almost. There are still project costs you'll need to pay directly outside of our scope.

We'll need to work with a few consultants to complete your project. The cost of these services are not included in our fee and will need to be contracted separately and paid directly to the consultant. We are happy to provide referrals for companies that we have good working relationships with, and we will manage day-to-day communication once you've executed their proposals.

FINANCING TIPS: CONSTRUCTION CHANGE ORDERS:

Most banks don't allow change orders to be added to the loan total. All change orders will be paid directly from the client to Moontower as an out-of-pocket expense at the time the change order is approved.

PRE-APPROVAL:

Ask us for bank referrals.

NECESSARY ADDITIONAL CONSULTANTS*:

- **SURVEYOR:** to provide an updated survey with topography and trees (required to start design)
- **GEOTECHNICAL ENGINEER:** to provide a soils report for foundation design.**
- **STRUCTURAL ENGINEER:** to provide structural drawings for the project. These are required for permit and inspections during construction.

* Moontower provides referrals for and can manage some or all of these consultants on your behalf.

**Not required for remodel only projects.

