

CERTIFIED NEW HOME SPECIALIST™ DETAILED BUILDER PROFILE

PAGE _____

GENERAL INFORMATION

| | | |
|---------------|-----------|--------|
| Company Name: | | Phone: |
| Address: | | |
| Builder: | | |
| Pager: | E-Mail: | Fax: |
| Key Contact: | Position: | Phone: |
| Key Contact: | Position: | Phone: |
| Key Contact: | Position: | Phone: |
| Key Contact: | Position: | Phone: |

FOLLOW-UP SUMMARY

[illegible]

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COMPANY ORGANIZATION

Identify individuals and their responsibilities in the following areas:

Management:

Office Staff:

Field Supervision:

Sales / Marketing:

Other:

MANAGEMENT GOALS AND PERSPECTIVES

Describe how the owners and management view the following:

Current Status of Company:

Future Goals of Company:

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CURRENT OPERATIONS

Describe company activities, methods, strengths or weaknesses in the following areas:

Design:

Pricing / Estimating:

Contract Finalization:

Mortgage Processing:

Customer Services:

Warranty Service:

Selections / Changes:

Cost Control:

Orientation / Closing:

Construction Supervision:

Sales / Marketing:

Unique Features of Design, Construction or Service:

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CURRENT ACTIVITIES

| | | | |
|-------------------------------|--------|----------------------------|--|
| Sales Projected This Year: | | Sales Completed This Year: | |
| Sold But Not Completed: | Specs: | Customs: | |
| Specs Completed But Not Sold: | | Specs Under Construction: | |
| Models Completed In Use: | | Models Under Construction: | |
| Available Lots Owned: | | Available Lots Optioned: | |

ACTIVE COMMUNITIES

| | | | |
|----------------------------|-------------|------------|----------------|
| | | | |
| Name: | | Developer: | |
| Location: | | Lot Sizes: | Total Lots: |
| Lot Pricing: | Lots Owned: | | Lots Options: |
| Home Styles: | | | Price Range: |
| Competitors: | | | |
| Community Features: | | | |
| Builder's Homes Available: | | | |
| | | | |
| Name: | | Developer: | |
| Location: | | Lot Sizes: | Total Lots: |
| Lot Pricing: | Lots Owned: | | Lots Optioned: |
| Home Styles: | | | Price Range: |
| Competitors: | | | |
| Community Features: | | | |
| | | | |
| Builder's Homes Available: | | | |
| | | | |
| Summary: | | | |
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| | | | |
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BUILDER REFERENCES

Question customer, trade and banking references relative to:

- | | | |
|----------------|-----------------|-----------------------|
| • Reputation | • Communication | • Customer Service |
| • Quality | • Honesty | • Follow-Through |
| • Organization | • Cooperation | • Financial Stability |

Reference:

Relationship:

Perceptions:

Reference:

Relationship:

Perceptions:

Reference:

Relationship:

Perceptions:

Reference:

Relationship:

Perceptions:

Reference:

Relationship:

Perceptions:

Reference:

Relationship:

Perceptions: