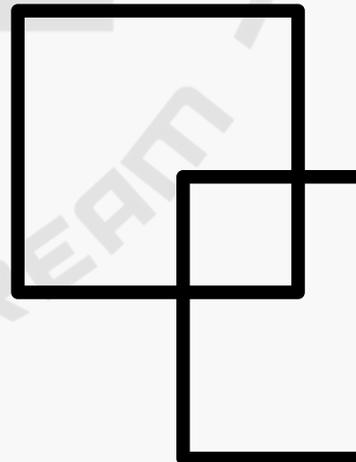




Building Barndos: *Opportunity or Headache?*



Paul + Emily Marshall
MR + MRS Post Frame





**YES.
Thanks for
coming.
Enjoy the expo.**

**Just kidding...
Sort of**





Is it worth it?



You're already getting asked...



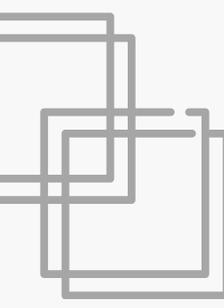
- Barndominiums involve more management
- Your staffing isn't broad enough
- You normally build "simple" structures



What is someone really asking for?



The **LIFESTYLE** associated with Barndominiums
CUSTOM HOME they believe is **SIGNIFICANTLY** less than a traditional home
Replicate what they're seeing on the **INTERNET**... those YouTube people



Do you automatically have to become a General Contractor?



NO.

There are ways to incorporate barndominiums WITHOUT being the GC.

Large + Small builders can make it a BIG part of their business.

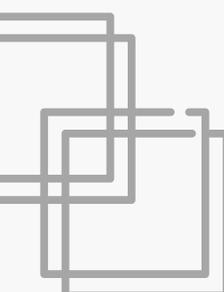




Decide Up Front Your Scope of Work



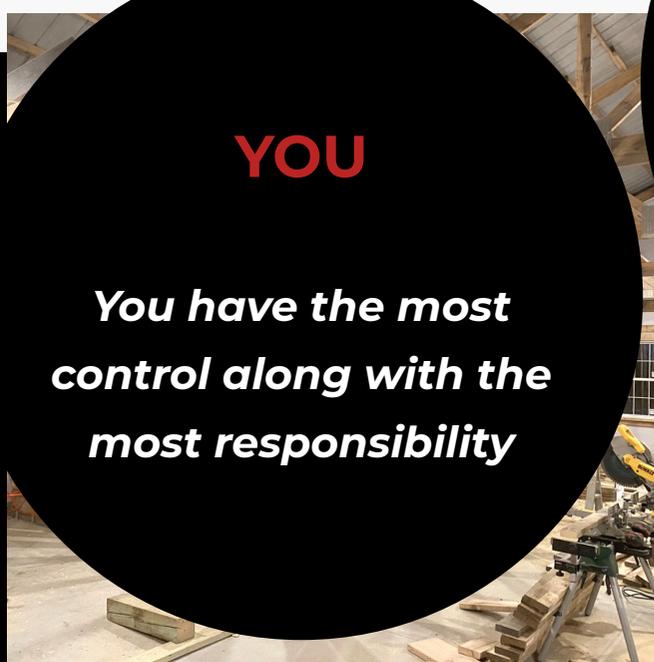
- How complicated are you willing to build?**
- How much of the project will your company/crew handle?**
- What assistance will you offer clients beyond your scope?**



Who is the General Contractor?



Important for permitting, liability, + job organization
Clients will rely on you to the extent you allow them



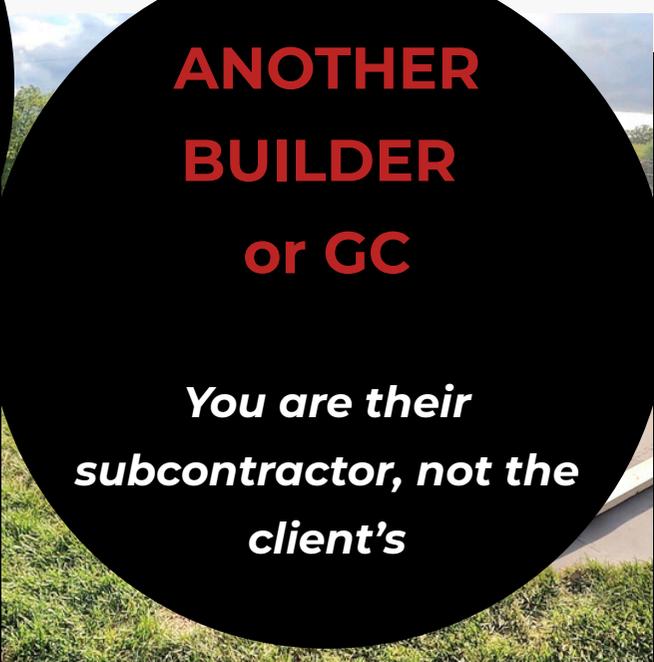
YOU

You have the most control along with the most responsibility



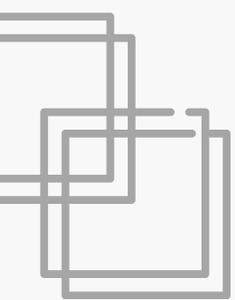
THE CLIENT

You are their subcontractor even if you bring in crews outside your organization



ANOTHER BUILDER or GC

You are their subcontractor, not the client's



How You're Working Together



Different models will result in varying levels of effort + control by your organization

THE CLIENT

*Contracts you for your services,
you add value by
recommending resources*

*Online support
GC in your network*

GC

*You refer to them- control of
your pricing*

*They hire you- less control of
your pricing*





Taking charge of the conversation keeps YOU in the driver's seat!

**Reflect this in
contracts +
communications**





Barndo In PHASES

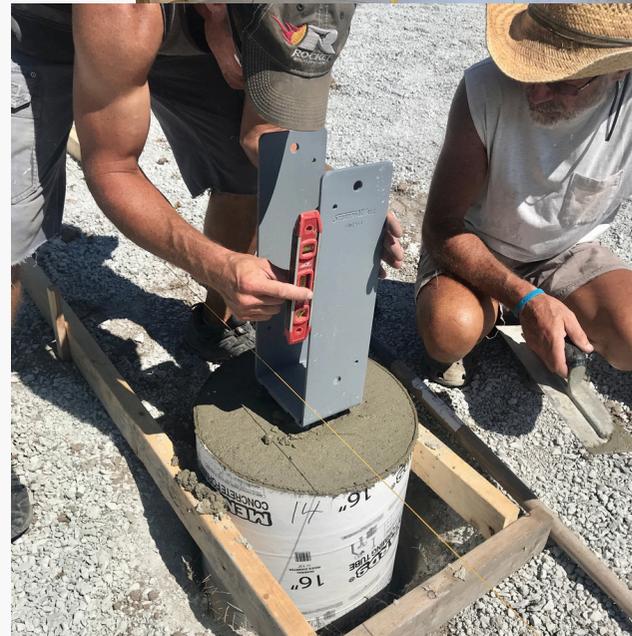


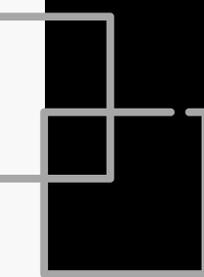
Gives you and your potential clients **CLARITY**

Helps you keep your business running **SMOOTHLY**

Shows you ways to **COLLABORATE** w/others that can do what you're not

Presents **OPPORTUNITY** to expand your in-house offerings





PHASE ONE



Site Prep Foundation Structure

Current scope of work, but make it
RESIDENTIAL

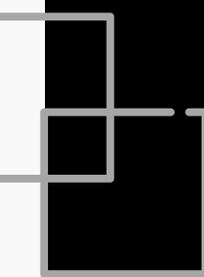




Considerations



- Grade/Utility/Septic
- Foundation Types
- Truss Loading
- Girt Spacing
- Windows + Doors
- Trim Work
- Porch Complexity



PHASE TWO



**Frost Protection
Insulation
Under Slab Trades
In Floor Heat
Concrete
Interior Framing**



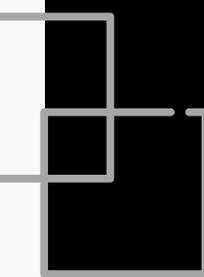


Considerations



- Insulation needs
- Relying on GC management for overlaps
- Creating standards that your business





PHASE THREE



Interior Framing

HVAC

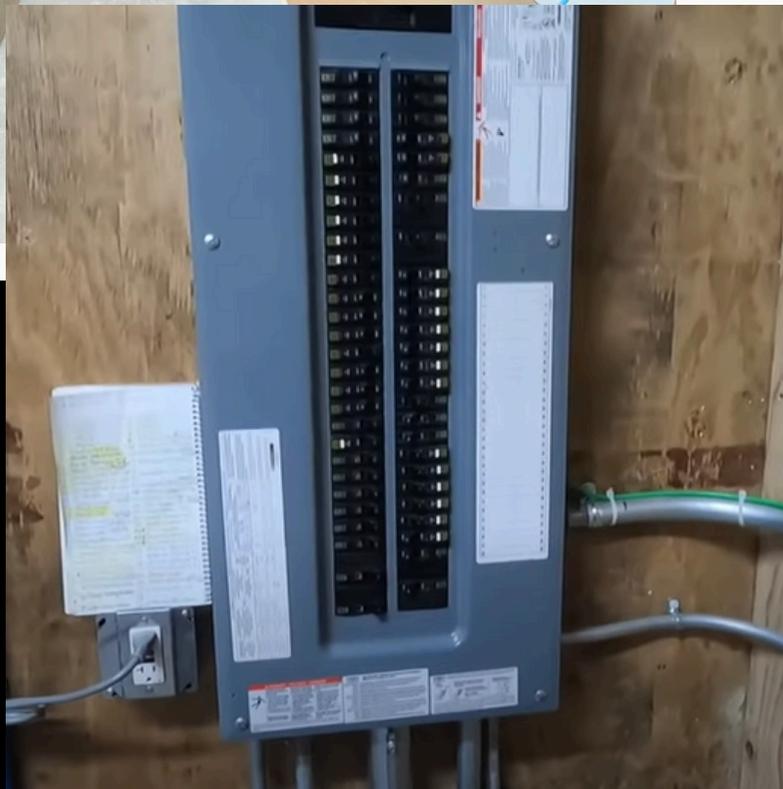
Plumbing

Electrical

Insulation

Drywall





Considerations



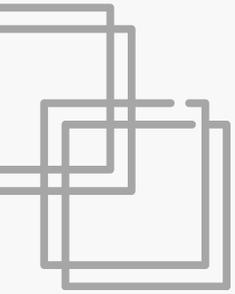
- Phase Overlaps
- Relying on GC management
- Client expectations



Considerations



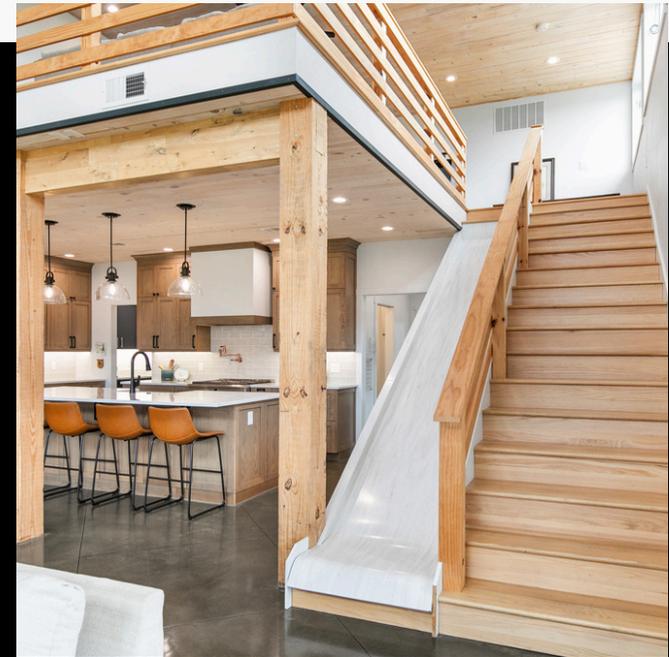
- Turn-key building
- Client decision volume
- Organization infrastructure



Knowing Your Phases Helps You Know Your CLIENT



- **Self-Builders/Contractors... amazing opportunity in that space**
- **Builder Grade to Luxury Clientele- where can you add value?**





DIY Opportunity



DIY clients can keep you in your
“sweet spot”

DIY clients want to **save** money

DIY clients **need** boundaries

DIY clients still want **value** added





Clientele



Builder Grade

- DIY, starter home, low expectations, small budget

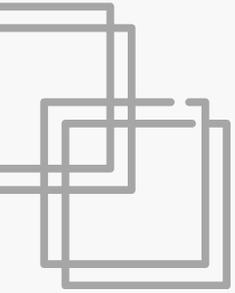
Mid-Range

- DIY, common spot for people to land even if their budget doesn't

Luxury

- Needs a turn-key, concierge experience





Knowing Your Phases Helps You Know Your PRICING



- Clearly defines what you'll be able to assist with
- Price per SQFT RANGE vs. hard numbers





PRICING



You've **SOLIDIFIED** your scope of work- + client as an organization

You know who else you can **CONNECT** a client with (hopefully allowing you to communicate a general overall price range)

You're not looking for a fast quote, but a quick **ESTIMATE** to keep the conversation going... or not



WATCH FOR

Client Financing

Contracts

Permits

Networking

Resources

Take your time

Plan to Succeed





Adding Value, Not Handing Off



Being clear on what you offer + who else can help builds trust from the first contact.

If you won't do it, someone else will!



Check out our next session for the HOW



Once you decide to be a barndominium builder...
How to do you implement the sales process?



CONNECT

