



# PROPOSAL KIT SAMPLE

## Custom Home Building Proposal

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Cover Letter, Title Page, Table of Contents, What You Can Expect, Cost Summary, Production Schedule, Responsibilities, Permits and Licenses, Company History, Certifications, Testimonials, Personnel, Subcontracts, Back Page

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This sample is intended for use as a guide for you to get ideas on how to create your own. Most documents will start with a Cover Letter, Title Page, Executive or Client Summary and a Cost Summary or Estimate then will include additional chapters as needed.

Read this article for more help - [How to Write a Contractor or Construction Business Proposal](#)

Jane and Sam Larkin  
PO Box 1023  
Everett, WA 98201-1023

Dear Jane and Sam,

Thank you for taking the time to meet with a representative from Watson Custom Homes. Based on the information he shared with me, I think our business would be a perfect fit for your needs. We've been building custom homes in WA since 1996, receiving multiple awards. The quality of our work is well-known. We don't just build homes, we build dreams. And that's our goal for you if you choose to work with us.

We understand that you have already done your site evaluations and are on your way to obtaining a building permit for your property. We would like to point out that permit requirements are stringent in WA, and we would like to help coordinate with you so that you can obtain the necessary permits without delays.

Based on the copy of the blueprints you provided, I have drawn up some documents for you, including a preliminary cost summary, a statement of the work we intend to perform if you hire us, and a timeline. Please do be aware, however, that building materials prices fluctuate rapidly and often, so we cannot guarantee final costs until the materials are purchased. Also, in consideration of the fact that you would like to use top-grade materials throughout the home, the initial building cost estimate comes in at \$256.00 per square foot, which is higher than the average Everett price per square foot of \$192.00, but reflects the quality you have chosen. Please be wary of any estimates that come in at this average price or lower; it simply means that the builders will be using lesser-grade materials or taking shortcuts.

On a final note, we will provide you with a contracted price after final materials are chosen and before the construction work begins. We believe you should get into your home on budget and on time, and we will not surprise you with hidden labor charges. Once we sign the contract, the price we have set is what you will pay, making it easier for you to obtain the proper financing. Of course, if you would like to make changes beyond that point, we are happy to provide a "change order" which may slightly alter the final price of the home.

Please do not hesitate to call with any questions you might have, either about our services or about the building process. We would love to help you build your dream home.

Sincerely,

Alan Watson  
Watson Custom Homes  
425.388.9926  
[alan@WatsonCustomHomes.com](mailto:alan@WatsonCustomHomes.com)  
[www.WatsonCustomHomes.com](http://www.WatsonCustomHomes.com)



# Project

## Custom Home Building for the Larkins

Prepared for: Jane and Sam Larkin

Prepared by: Alan Watson  
Owner





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# What You Can Expect

We understand that building a home can be a daunting prospect. But set your mind at ease! At Watson Custom Homes, we've built hundreds of homes; we know what we're doing. We are your partners and we share the same goal—to give you the home of your dreams.

During your home construction project, you can expect the following from us.

## **A Consistent Schedule**

There's nothing more annoying than waiting for a crew to show up. Our crew is dedicated to your project and each person will arrive at the scheduled time. Work will stop each day as needed to obey all noise ordinances for your area.

## **Open Communication**

The construction superintendent assigned to your project will be in constant communication with you, the client, giving you regular progress reports and consulting with you if any glitches should happen. The construction superintendent will also be in communication with your architect as needed, as well as with all inspectors and subcontractors.

## **Proper Identification of Personnel**

Our employees have all passed thorough background checks. They must wear Watson Custom Homes tee shirts or sweatshirts when on the job, and they are required to produce company identification when requested. We insist that our subcontractors also follow these rules.



## Proper Handling of Construction Site Issues

Let's face it, there's no way to build a house without some noise and dirt. But we will strive to keep both to a minimum. We obey all local noise ordinances.

If runoff could be an issue, we use appropriate barriers to keep wastewater and mud out of the street and waterways. If dust might be an issue, we will spray areas with water to minimize airborne dirt.

All hazardous chemicals will be handled according to federal and state regulations, and all chemicals will be locked into our storage container each evening.

The crew will leave the jobsite as clean and secure as possible when wrapping up work each day.

Please be aware that for sanitary purposes, we will need to place a portable toilet on your worksite, but we will strive to place it in an unobtrusive location while keeping it easily reachable for regular cleaning.

Employees have been instructed to carpool when possible to keep parking issues at a minimum. When parking is restricted onsite, we will work to find alternative sites and shuttle employees to the jobsite.





# Cost Summary

Site Development Costs	Amount
Surveying and Grading	\$24,000.00
Septic	\$17,800.00
Water hook-up fee	\$3,200.00
Electrical hook-up fees	\$10,065.00
<b>Total Site Development Costs:</b>	<b>\$55,065.00</b>
<b>Permits</b>	
Electrical	\$250.00
Snohomish County PUD (Water Purveyor)	\$360.00
Snohomish Health (Septic)	\$175.00
Snohomish P&D Building Permit	\$4,562.00
County Access	\$40.00
Final Inspection	\$950.00
<b>Total Permit Costs:</b>	<b>\$6,337.00</b>
<b>Building Costs</b>	
Square foot construction costs	\$1,167,872.00
<b>Total Building Costs:</b>	<b>\$1,167,872.00</b>
<b>Miscellaneous Costs</b>	
None	\$0
<b>Total Miscellaneous Costs:</b>	<b>\$0.00</b>
<b>Grand Total</b>	<b>\$1,229,274.00</b>

**Standard Disclaimer:** The numbers represented above are to be used as an estimate for the projects discussed. The above Cost Summary does in no way constitute a warranty of final price. Estimates are subject to change if project specifications are changed or costs for outsourced services change before being locked in by a binding contract.





# Responsibilities

The following are the responsibilities and duties of the parties in the project. Completion of the total home building project requires the coordination and interaction of Watson Custom Homes, clients Jane and Sam Larkin, and various subcontractors.

It is our understanding that Watson Custom Homes is responsible only for construction of the house and that the clients wish to contract with a separate site preparation company for the lot clearing and leveling, as well as a separate septic company for installation of septic field and lines, a landscaping company, and a painting company for final work after construction is complete.

We understand the division of responsibilities to be as follows:

## Clients Jane and Sam Larkin

- Obtain and make scheduled payments on a construction loan.
- Contract with a site preparation company to mark property boundaries, remove trees and other vegetation and level building site as needed.
- Contract with and schedule company for installation and inspection of septic tank and drain lines as specified in the blueprints.
- Maintain proper insurance and security on structure and building lot until construction is complete.
- Make all payments to Watson Custom Homes as scheduled in contract.
- Coordinate with all parties to apply for permits in a timely fashion.
- Purchase all appliances specified in blueprints and arrange for delivery in coordination with Watson Custom Homes.
- Contract with painting company to do final painting of interior and exterior walls and trim after home construction is complete.
- Contract with landscaping company to do final landscaping after home construction is complete.





## Watson Custom Homes

- Complete all work necessary to build the house for Jane and Sam Larkin according to the blueprints, including foundation frame and pour, house framing and roofing, electrical, plumbing, appliance installation, trim work, and frame, pour, and finish driveway and sidewalks. Watson Custom Homes will hire, oversee, and pay subcontractors as needed to complete this work.
- Maintain a safe work site during construction and leave the site clean of debris (all debris to be kept in dumpster or other container) on exiting each evening.
- Arrange for, deliver, and maintain sanitary facilities for workers during the course of the project. (A portable toilet and hand washing facilities will be placed on the site and maintained in a sanitary manner for the duration of the project.)
- Obey local noise restrictions before 8 a.m. and after 6 p.m.
- Schedule workers and jobs efficiently to meet milestones as specified in the enclosed Production Schedule.
- Notify clients and subcontractors in a timely fashion if adjustments must be made to schedule or budget due to circumstances beyond the control of Watson Custom Homes.
- Coordinate with all parties to apply for permits and schedule inspections as efficiently as possible.
- Communicate regularly with clients to keep them informed of progress.
- Remove all debris and equipment from building site on completion of project.



### **Site Preparation Company**

- Mark all property boundaries.
- Measure appropriate distances from property lines to level house site at least 10 feet beyond each exterior wall of house as indicated on blueprints.
- Keep homeowner clients informed of progress and site preparation completion date.
- Remove all equipment from property after site preparation is complete.

### **Septic Company**

- Install septic tank and drain lines as specified in blueprints.
- Arrange for and finalize inspection of septic field.
- Cover septic tank and lines in a safe manner so that equipment and personnel may safely cross on top of them without damage.
- Mark septic tank and drain field to ensure that no structure will encroach on them.
- Clearly mark stubs for attachment by Watson Custom Homes personnel.

### **Landscaping Company**

- After notification by Watson Custom Homes and clients that all construction is complete and inspections have been finalized, complete landscape work as directed by clients and architect.

### **Painting Company**

- After notification by Watson Custom Homes and clients that all construction is complete and inspections have been finalized, complete painting work as directed by clients and architect.





# Personnel

The following Watson Custom Homes personnel will be assigned to this project. Personnel have been selected based on their ability to work together as a team for your project.

- **Bob Pearson – Construction Superintendent**

Bob has been with Watson Custom Homes for eight years, and has built 13 custom homes in that time. He has led teams of up to 21 people and is well known for his perfectionism.

Prior to joining Watson Custom Homes, Bob was a construction superintendent with Tenside Developers

Bob has more than twenty years in the residential construction business, and holds a degree in Construction Management. Bob will be responsible for maintaining schedule and budget and seeing the project through the permit and inspection processes. Bob will inspect and sign off on all work done by subcontractors.

- **Christine Reese – Master Carpenter**

Christine broke the gender barrier when she first became a carpenter more than 20 years ago, and she has been moving the bar of excellence higher ever since.

Christine is an expert in all aspects of carpentry, from basic framing to fine woodwork. She is accustomed to supervising teams of up to eight carpenters.

Prior to joining Watson Custom Homes, Christine was lead carpenter at Knowles & Baker Homebuilders.

Christine received her carpentry training at multiple institutions and on the job. Christine will oversee all carpentry work on the project.





- **Jake Morsall – Foreman**

Jake could build a house from scratch all by himself. And he has done just that on several occasions.

Jake knows all aspects of home construction, from the concrete pour for the foundation to installing and finishing drywall. He has served as Foreman for us for nine years.

Prior to joining Watson Custom Homes, Jake ran his own remodeling company, Morsall Remodels.

Jake has received training in various specialties along the way, but most of his experience has been gained on the job. Jake will supervise all crews on the job site on a day-to-day basis.





# Production Schedule

The following is our projected production schedule for the home based on your desired completion date of October 18.

Description	Date
Proposal acceptance	April 20
Secure Financing	April 20
Building Permits	April 20
Review and Finalize Site and Construction Plans	April 22
Contracts	April 24
Construction Loan Settlement, 1st Installment	April 24
Site preparation complete	May 4
Foundation work complete	June 4
Rough Carpentry complete	July 19
HVAC, Plumbing and Electrical complete	July 30
Roofing, Exterior Finish and Insulation complete	August 19
Patio, Porch, Driveway, and Paving complete	August 31
Cabinetry complete	September 7
Drywall, Interior Finish and Trim complete	September 25
Flooring complete	September 28
Hardware Installation complete	October 1
Final Inspection	October 2
Use & Occupancy Certificate	October 5
First Walkthrough	October 6
Landscaping complete	October 7
Cleaning, Final Punch-out, and Touch-up	October 12
Final Walkthrough	October 18





# Permits and Licenses

This project is legally required to obtain the following permits and to be performed by individuals licensed to complete the project.

## Permits Required

- Permit #1 –On-Site Sewage Disposal System Permit

Authority: Snohomish Health District, Sanitation Division

The Sanitation Division must approve plans for new construction to ensure that water supply and waste disposal methods meet health code requirements.

You will need to fill out a Health District Clearance Request form and submit, along with a copy of your plot plan.

- Permit #2 –Electrical Permit

Authority: WA State Department of Labor & Industries

You will need to obtain an electrical permit from L & I prior to receiving your building permit from the County.

- Permit #3 – County Building Permit

Authority: Snohomish County Planning and Development Services

You will need to submit a copy of your Health District clearance, a copy of your electrical permit, 2 sets of structural blueprints, 1 copy of your site plan, a property location map and a water availability letter obtained from the water purveyor of the Snohomish County PUD.

- Permit #4 – County Access Permit

Authority: Snohomish County Planning and Development Services

You can submit this at the same time or prior to your building permit. You will need to request a permit to have access to your property off a county maintained road.





# Certifications

Watson Custom Homes is licensed, bonded, and certified to perform the work required of this project.

## Licensing

Watson Custom Homes has been a licensed General Contractor with the state of WA Department of Labor and Industries since 1996. Our Unified Business Identifier (UBI) number is 602055555.

## Bonding

We maintain a \$12,000 general bond with Contractors Technical Insurance Company of WA.

## Insurance

We maintain a \$1 million contractor insurance policy with Contractors Technical Insurance Company of WA.

## Professional Organizations

We are members of the following professional builders organizations and subscribe to all codes of ethics and guidelines of these organizations:

- National Association of Home Builders
- Master Builders Association of King and Snohomish Counties
- Building Industry Association of WA





## Certifications Available for Your Home

- Clean & Green Certificate

Authority: Master Home Builders USA

We are certified as a Green Builder company, and can complete your home to meet the national Clean & Green standards.

- Energy Superstar Home Certificate

Authority: National Association of Builders for Energy Efficiency

Our construction supervisors and architectural advisors have all received energy efficiency training. If you are interested in incorporating solar energy or wind energy or passive solar construction into your home, we can advise you on how to meet the standards to earn the Energy Superstar Home Certificate.







# Subcontracts

Due to the nature of your homebuilding project, Watson Custom Homes will subcontract out portions of the project to the following experts. This will ensure an on-schedule process and the highest quality of workmanship.

You may see the following company names on equipment or uniformed personnel on your home site. We have worked with these trusted subcontractors for years. We will schedule, supervise, and pay for all their work.

- **Jaxson Concrete**

This company has expertise in all areas of concrete construction. We will contract with them to frame, pour, and finish the house foundation, as well as the driveway and sidewalks.

Jaxson Concrete has been in business for 10 years, and is headquartered in Lynnwood, WA.

- **Superb Electrical Contractors**

Superb is one of the most experienced electrical contractors in our area. They are fast and efficient, and their work always passes inspection on the first try. Superb Electrical will be responsible for all electrical work, including attaching all fixtures to the interior and exterior of your home.

Superb has been in business for 12 years, and is headquartered in Everett, WA.

- **Porterhouse Plumbers**

Porterhouse Plumbers is a family-owned business, and Max Porterhouse's expertise in plumbing has been passed down to his two sons, three daughters, and six grandchildren.

Porterhouse Plumbers will install all plumbing pipes and fixtures in your home and will ensure that water supply and septic systems are working efficiently. Porterhouse Plumbers has been in business for more than 30 years and is headquartered in Bothell, WA.

- **Tyle Artistry**

As the blueprints call for a large amount of custom tile work, we choose to subcontract that to Tyle Artistry, which is well known for their work in fine homes throughout the greater Seattle area. Tyle Artistry has been in business for 6 years and is headquartered in Seattle, WA.





# Testimonials

Watson Custom Homes has garnered much praise for quality home building. We're proud to provide the best service, and our awards reflect that. In addition, we maintain several professional memberships

- **Awards**

Best of Show, Northwest Home Builders  
WA State Master Builder Association Builder of the Year Finalist  
Street of Dreams  
AGC Excellence in Construction

- **Memberships**

WA State Master Builder Association  
National Association of Home Builders  
Associated General Contractors of WA State

- **Testimonials**

Alan and his crew were right on in their planning and estimates. Some other builders wanted to charge us rates for materials + time, but we didn't want to be responsible for the huge cost of labor delays. We got our custom dream home for the price he quoted and he did a great job. –Steve B., Everett

We began the process of custom home building with trepidation because of some serious problems we had with contractors in the past. However, we had heard of Watson Custom Homes good reputation, so we gave it a go. We're really glad we chose to use them. They made this process as stress-free as possible. – John and Kate M., Arlington

After checking out about a dozen builders, we signed with Watson Custom Homes. Alan knew we were concerned about quality, and he even went so far as to arrange a tour of one of his previous homes for us. When we saw the amazing craftsmanship of his home, we knew right away he was the right builder. Now that we're in our home, friends constantly comment on what a great job the builder did. Thanks, Alan! –Kyle and Amanda P., Bothell





# Company History

**About us** – Watson Custom Homes builds fine homes in King, Snohomish, Skagit, and Island Counties.

Our mission is to give discerning homeowners exactly what they want.

We have built more than 400 custom homes. The average value of the homes we build is \$1.3 million dollars.

We contract with only the finest subcontractors to complete your project.

Watson Custom Homes was founded in 1996. We have a full-time staff of 16 office staff and construction superintendents. We employ other construction experts as needed, depending on our project schedule. During our busiest seasons, we employ up to 56 people.

Watson Custom Homes is headquartered in Seattle, WA. For large projects, we also maintain temporary on-site offices and equipment storage in rented trailers.

**Services** – Watson Custom Homes can handle a complete homebuilding project from site selection and preparation to final landscaping, or we can coordinate with other organizations to help build the home of your dreams.

**How to Contact Watson Custom Homes** - If you need to contact us for any reason you can reach us at:

Watson Custom Homes  
543 NE 50th West  
Seattle, WA 98032

Phone: 425.388.9926  
E-Mail: [alan@WatsonCustomHomes.com](mailto:alan@WatsonCustomHomes.com)  
URL: [www.WatsonCustomHomes.com](http://www.WatsonCustomHomes.com)





## **Watson Custom Homes**

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