



Do you provide materials or services to the home building industry?

If so, this program is for you!

- *Hot qualified builder leads and material take-offs from active projects ready to build!*
- *Accurate material take-offs delivered to your INBOX directly from the home plans!*
- *No monthly fees or annual subscriptions! Only pay for the leads you get!*

Who is AVID?

AVID Home Studios is one of the nation's leading design firms. AVID creates custom home designs for many of the top residential home builders across the US. The AVID builder-focused design process produces sophisticated house plans that help these professionals' lower material costs and reduce jobsite waste. Better yet, these builders use accurate material take-offs to obtain quotes for materials and labor.

What is the AVID Builder Connect™ program?

This is the most qualified lead you'll ever get! It comes from a builder – READY TO BUILD!

The AVID Builder Connect program connects suppliers like you to active home builders ready to build a new home. AVID creates material take-offs from stock and custom home plans purchased by home builders in your area and sends them directly to you!

- We only deliver names and take-offs from builders who just purchased an AVID House Plan!
- There are no monthly or annual subscriptions.
- Pay for only the leads you get!
- Cancel anytime!

As part of the AVID Builder Connect™ program ("ABC"), you will receive timely, detailed and accurate material take-offs directly to your in-box! You get the following vital information:

- Builders name, phone number and email address.
- Estimated start date of the project.
- Detailed material list(s) for your product(s) or service (s).

HOW DOES IT WORK?

It's simple!

1. Register online at www.avidhomestudios.com
2. AVID Home Studios sells a stock home plan or custom home design to a home builder.
3. When purchasing the plan, the builder will “opt-in” to the AVID Builder Connect (“ABC”) program by selecting one or all available take-offs.
4. Each take-off selected reduces the cost of the house plan to the builder and gives AVID permission to send their contact information to the selected suppliers.
5. AVID generates material take-offs directly from AVID stock and/or custom plans.
6. If this project is located in the regions you selected during registration, you will receive the builder’s name, contact information and your specified take-offs. **The rest is up to YOU!**

What kind of take-offs are available?

Almost everything used in a building project is available.

- Steel
- Framing and trusses
- Sheathing
- Windows
- Exterior Doors
- Interior Doors & Hardware
- Roofing
- Interior Trim
- Stairs
- Siding, Stone & Brick
- Gutters & Downspouts
- Exterior Trim
- Landscaping & Sodding
- Deck or patio
- Driveway
- Flooring, Tile & Carpeting
- Plumbing
- Cabinets & Countertops
- Insulation
- Drywall
- HVAC
- Lighting fixtures
- Foundations
- And more...

Is it limited to online plans only?

Any AVID Home Design is available for the Builder Connect program

Custom, stock or plan modifications are all a part of the AVID Builder Connect program. Every size, shape and style of home design is eligible. If the project is in your service region, AVID will ensure you get the take-offs you need to build your business. Remember, every home project starts with a house plan and there is no better time to engage a home builder than during the planning phase of their project.

For more information about the AVID Builder Connect™ contact AVID at 888.280.2843 or visit us online at www.avidhomestudios.com

How does a home builder “opt-in”?

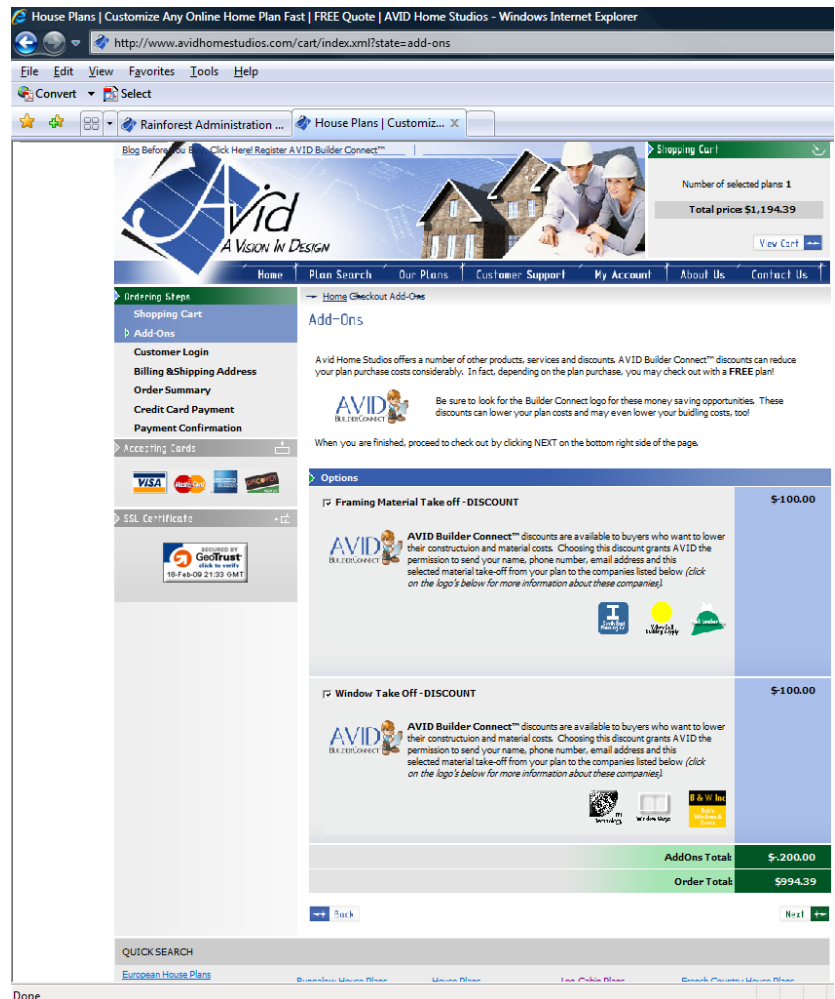
Home builders want you to call!

Prior to the final purchase of an AVID home plan, home builders are presented with a list of options and discounts available from AVID. Options like multiple plan sets, front renderings, alternative elevations, and marketing materials are offered for additional cost. Discounts are available to the home builder through AVID Builder Connect take-offs.

By selecting one or more AVID Builder Connect take-offs, the home builder reduces the price of the house plan. They also permit AVID to send their information to the vendors connected to that discount.

Online Sales: Home builders can purchase stock home plans through the AVID website using a typical online shopping cart procedure. During the online checkout process (shown in the sample screen shot) users select one or more take-offs during their checkout process. They are given the opportunity to learn more about your products and services by clicking on your logo - linked to your product or catalog file.

Direct Sales: When purchasing directly from AVID, home builders are presented with a printed menu of discounts available. Builders select one or more take off requests by checking the corresponding boxes on the printed sheet. The buyers are presented with a printed copy of the product or catalog files you provided.



The screenshot shows a web browser window displaying the AVID website's checkout process. The page title is "House Plans | Customize Any Online Home Plan Fast | FREE Quote | AVID Home Studios - Windows Internet Explorer". The URL is "http://www.avidhomestudios.com/cart/index.xml?state=add-ons". The page features a navigation menu with links for Home, Plan Search, Our Plans, Customer Support, My Account, About Us, and Contact Us. A sidebar on the left contains a "Shopping Cart" section with "Add-Ons", "Customer Login", "Billing & Shipping Address", "Order Summary", "Credit Card Payment", and "Payment Confirmation". The main content area is titled "Home Checkout Add-Ons" and lists several "Add-Ons" with checkboxes and prices:

Add-On	Price
<input checked="" type="checkbox"/> Framing Material Take off - DISCOUNT	\$-100.00
<input checked="" type="checkbox"/> Window Take Off - DISCOUNT	\$-100.00
AddOns Total	\$-200.00
Order Total	\$994.39

Below the table, there are "Back" and "Next" buttons. At the bottom of the page, there is a "QUICK SEARCH" section with a search bar and several category links: "European House Plans", "Bungalow/Mission Plans", "Mission Plans", "Farm/Pole Plans", and "Cottage/Chalet/Midwest Plans".

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How do I get a take-off from a home builder?

Getting a home builder take-off to you!

1. During the registration process, you provide an email address to AVID.
2. When a home builder purchases a house plan and selects specific AVID Builder Connect discounts, AVID will prepare all material take-offs required for that plan.
3. If this project is located within your service area and you elected to receive a requested take-off, you will get a MS Excel® spreadsheet with all of the information you need.

NOTE: If you elected to receive a particular take-off, your company logo will appear on all printed and online materials associated with that take off regardless of your state or regional territory restrictions. However, you will only receive project information from those states or regions you selected during registration. You will only be charged for the take-offs you receive.

HOW DO I SIGN UP!

Follow these simple steps:

1. Visit www.avidhomestudios.com
2. Click on the **AVID Builder Connect™** link at the top of the Home Page.
3. Enter your name, phone number and email address into the online application form.
4. Choose the take offs you wish to receive.
5. Establish your territory by selecting the states your company services or establish a region around a central zip code. You will only receive take-offs from projects in those areas.
6. Upload your product or promotional PDF file with your online application. Only one PDF is allowed. This file can have multiple pages and links to your website. These PDF files will be available through hyperlinks presented during the online checkout process. For home builders purchasing custom design services directly from AVID, printed versions of the file are presented directly to the purchaser.
7. Include any specific information you may require with the AVID take off. AVID wants to give you all of the information you need to provide a quick, easy and accurate quote to the home builder.
8. Specify a program spending limit. We know everyone has a budget and you can limit the amount you spend on AVID Builder Connect take-offs by specifying a monthly maximum charge.
9. Click the submit button.
10. An AVID Customer Service representative will follow up to verify your information.
11. Sit back and wait for the best leads you will ever receive!

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WHAT DOES IT COST!

- Once you complete your online registration, a AVID Customer Service representative will contact you to verify your information. You will need a valid credit card to continue.
- Your credit card information will be stored for future reference (security credentials are online).
- A one-time registration fee of \$25 will be required for initial setup.
- This setup fee will be refunded to you after you receive 10 take-offs from AVID (after receiving 9 leads from us, your tenth take-off will be FREE!).
- Each time AVID sends you a take-off, AVID will charge your credit card \$25. It will show up on your monthly statement as "AVID Home Studios".
- AVID will not exceed the monthly limit you set during registration. Monthly payments are considered charges incurred between *12:01am EST on the first day of each month* and *11:59 pm EST on the last day of each month*.

WHAT CAN I DO WITH A MATERIAL TAKE-OFF?

Close new business!

This is THE hottest lead you will ever get! We deliver HOT QUALIFIED LEADS directly to you! THE BEST QUALIFIED BUILDER LEAD COMES FROM A COMPLETED HOUSE PLAN! What could be better? A builder only buys a house plan when they are ready to build! Ready to buy! Ready to buy your products and services!

Penetrate new markets!

Does the local distributor close you out of a market because "no one is asking for you product"? Bring that distributor new business and open up a new market in your territory.

Put your product in front of the builder!

Are you finding it difficult to promote the benefits of your products and services to the builder? Are your distributors unable to promote your products properly? Now you can. Online PDF files and web links from the Opt-In page connect the builder directly to your products, your services and your message!

Quote the builder directly!

Don't delay the bidding process. Go directly to the builder with your quote. As soon as the construction documents are complete, you'll get an email with the builder name, contact information and a detailed take-off.



You may cancel your account at anytime without penalty by emailing AVID Customer Service at:
customerservice@avidhomestudios.com

or call

888.280.2843



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