



*“Creative, Intelligent, & Structurally Sound Home Design & 3D Modeling”*

# HOME DESIGN PROCESS

**\*\*DESIGN PROCESS WILL VARY WITH EACH CLIENT\*\***

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*For all Job Samples & Additional Info: [www.msmdesigngroup.com](http://www.msmdesigngroup.com)*



# IMPORTANT PLAN PROCESS NOTES

## PLEASE READ ALL NOTES BELOW BEFORE MOVING FORWARD TO THE PLAN PROCESS:

- We ask that you please go through all or part of the MSM Design website prior to our first meeting. We have included links to some of the informative pages that tell 'who we are' and 'what we do' below. Feel free to browse more if you like, but these pages are a great start:

- ["About"](#) Brief history of the company & structural background behind MSM Design
- ["The Team"](#) Overview of the MSM team members, but with a small personal touch
- ["Services"](#) Brief explanations & larger sample galleries when title photo is clicked
- ["Testimonials"](#) Page we may be most proud of. Actual testimonials, from actual clients.

- Our design schedule is a constant balancing act between new client designs, unannounced and unexpected spur-of-the-moment deadlines, an always present and constant stream of existing plan revisions (both large and small), final plan sets that take huge chunks of design time and therefore stall any design jobs positioned below them on the schedule until they are done, both new & existing client meetings, personal lives and personal time to 'exhale'... and everything in between. We will always do our very best to communicate timelines with you, and therefore we ask that you also inform us of any-and-all deadlines you might be under as soon as you are aware (and especially at the first design meeting). Our goal is always a 2-3 week turnaround time between Design Benchmarks, but oftentimes that becomes unrealistic if any of the above scenarios occur and disrupts the design schedule. In those cases, and when the schedule gets deep, we strive to give you proactive communication to the best of our ability.

- Please know that the design time required to make footprint revisions increases as the plan process progresses. This is why it's imperative to be 100% positive you are completely happy with the plans at each Design Benchmark before approving any forward progress. A good example to consider is the time required on a basic Floor Plan will be multiplied by the number of plan sheets completed at the time revisions are required. Therefore, if there are 5 plan sheets done and there is 1.0 hours worth of footprint revisions, that becomes closer to 5.0 hours of total revision time because every sheet needs to change. The same theory holds true for angles in your plan's footprint. Angled plans take even more time to revise.

- And finally, what might be the most important notes...We pride ourselves on creative, intelligent, and structurally sound design to save construction costs and maximize the beauty of the final build. We want the home to evolve into being distinctively yours. Quality work does not come quickly. Those two words are not synonymous. In a world of the mass-produced, we ask that you allow us ample time to give your project the same creative attention to detail that we give all our jobs. We ask that you respect the order of our design queue and all clients on it, as they are undoubtedly expecting the same quality as you are. You will get smart design that is creative and structurally sound. We are not drafters who offer fast service and force the builder to figure out the "grey". **QUALITY DESIGN or QUICK DRAFTING? YOU CAN ONLY PICK ONE!!!**



# GENERAL PLAN PROCESS:

**DESIGN BENCHMARK (DB) #1: "FIRST DESIGN MEETING":** Introductory & information gathering. If you are still in the process of choosing a designer, it can serve as a 'feeling out' interview for all parties. If you are moving forward with us at MSM Design Group, we will review past jobs and share some of our job samples and discuss your job scope by going through any and all info that you have brought to the meeting. The entire meeting is open for design questions as we work through all of your thoughts and ideas. The more info you bring to this meeting, the less chance there will be for revisions later. Please do not think anything is a bad idea to bring to the table...i.e. small parts of a floor plan you like, pictures of a house feature you like (even as you drive by!), sketches on grid paper or even a napkin...it doesn't matter! It all helps with the design. After the info-share & job scope review, we will decide what DB #2 will be, and also collect a down-payment to secure your spot on the design schedule.

**DB #2: EITHER A) "CONCEPT PLAN":** Basic footprint, and room sizes, locations only -or- **B) "BASIC FLOOR PLAN LAYOUT"** -or- **C) "STARTER PLAN SET":** Front Elevation, Basic Floor Plan & Roof Layout. The first preliminary work will be completed based on what plan service was decided at DB #1. Upon completion, the plans will be sent to you electronically in a scaled PDF drawing. Upon review, we move to a Revision DB or the next phase (DB #3) of the plan process. We will remain at the "above-grade" Floor Plan stage as long as it takes for you to be 100% positive that you are happy with the footprint and overall plan layout. This is the most important Design Benchmark in the entire design process.

\*\*\* Your job is placed back into the design schedule under appropriate category & turnaround time is required \*\*\*

**DB #3: REVISION DB'S UNTIL FLOOR PLAN APPROVAL** (with scheduling & turnaround times between each revision) prior to moving to DB #3: "REMAINING EXTERIOR ELEVATIONS" and/or "LOWER LEVEL LAYOUT". Upon approval of DB #2 we will move to the remaining Exterior Elevations and/or the Lower Level Plan. This will be dependent on your house complexity, site and exposure details, whether your Lower Level is future finish or right away, and what we collectively decide to design for next approval.

\*\*\* Your job is placed back into the design schedule under appropriate category & turnaround time is required \*\*\*

**DB #4: REVISION DB'S UNTIL PLAN APPROVAL TO DATE** (with scheduling & turnaround times between each revision) prior to moving to DB #4: "REMAINING EXTERIOR ELEVATIONS and/or LOWER LEVEL". Completion of DB #4 means all Exterior Elevations & Lower Level layouts are completed.

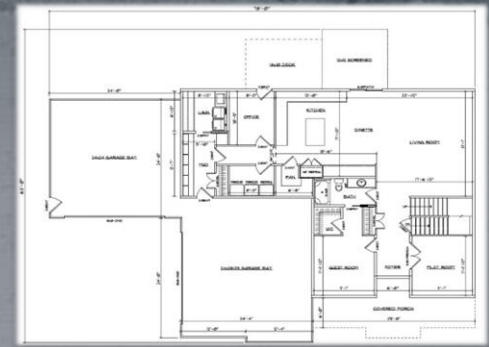
\*\*\* Your job is placed back into the design schedule under appropriate category & turnaround time is required \*\*\*

**DB #5 (3D Only): REVISION DB'S UNTIL PLAN APPROVAL** (with scheduling & turnaround times between each revision) prior to moving to DB #5: "3D INTERIOR & EXTERIOR FLY-AROUND": Only if you chose "3D Construction Plan Set" service. Your 3D Animations can be created any time between DB #2 & DB #5. Once exterior footprints are 100% locked in and all plans are approved, we move to the final plan stage.

\*\*\* Your job is placed back into the design schedule under appropriate category & turnaround time is required \*\*\*

**DB #6 (Bid Set Only): REVISION DB'S UNTIL FINAL PLAN APPROVAL** (with scheduling & turnaround times between each revision) prior to moving to DB #6: "BID PLAN SET": Bid Plans may precede Final Plans if there is urgency to get bids and includes enough info for bidding. Not to be used for construction.

**DB #7: REVISION DB'S UNTIL FINAL PLAN APPROVAL** (with scheduling & turnaround times between each revision) prior to moving to DB #7: "FINAL CONSTRUCTION PLAN SET": Upon your approval and assurance that there will be absolutely no more revisions, the Final Plan Set is completed for bidding, permits & building. *After Final Plan release, all Revision Time hourly rates increase from \$75 to \$100/hr.*



Sample "Concept Plan"



Sample "Starter Plan"  
Front Elevation



Sample "3D Construction Set"  
3D Interior Fly-Around Animation



Sample "3D Construction Set"  
3D Exterior Fly-Around Animation

# BENEFITS OF USING MSM DESIGN GROUP:

- With any new home build there are hundreds – if not thousands – of questions that will be asked during the build process. We do our best to ask & answer the important questions at the very beginning and throughout the design stage, and then apply as much information to the plans as possible. That way those same questions don't have to be asked later on the job site, which will inevitably stall workers - and sometimes the entire job - while they search for answers. This costs everyone money!!
- You are in the driver's seat and obtain ownership of all plans. We don't design off model floor plans simply because we have an in-house CAD program, we have 25+ years of home design experience on top of a long construction and framing background that translates into your creative, intelligent, and structurally sound house plans. We offer complete customization of your plan, which means the final plans will be completely tailored to your needs.
- You will get a great design with best use of space using a 'form-follows-function' mentality and a focus on eliminating non-value square footage. We will use our in-house Design Planner to learn about your lifestyle, and we pay very close attention to detail within the functionality of your design. Sometimes layouts can look great on paper, but actually functioning in the space without proper space attention can make for clumsy navigation.
- 'Smart Home Design', or 'Lean Design', will add value to the home without adding cost to construct it. Planning early-on for structural integrity and all of the skilled job trades that commonly go overlooked in home design will save on construction costs and allow for a smooth construction process. Construction cost savings will more than pay for home design fees in the long run.
- Having a one-of-a-kind home makes it immediately more valuable and that value increases with longevity.
- You have to pay for the plans no matter who draws them, so putting your home layout in the hands of an experienced, professional designer gives you more bang for your buck from start-to-finish.