



Renaissance  
Custom  
Builders

Mark  
Perkins  
Construction



# Luxury Home Owners GUIDE

for Custom Homes & Luxury Builds



## Clarify Your Vision and **Objectives**

### **Lifestyle Mapping**

Create a vision board or collection of images (Pinterest style) that reflect your desired home style, layout, materials, and ambiance. Include examples of interiors, exteriors, color palettes, fixtures—all aligned with your personal design aesthetic.

### **Functional Goals**

Note what your family needs day-to-day—e.g., dedicated office space, entertaining areas, wellness zones, high-end kitchen workflows. Prioritize must-haves vs. nice-to-haves and list any current home pain points that the new space should eliminate.

---

### **Long-Term Considerations**

Are you designing for aging in place, future resale, generational living? Determine if eco-friendly systems, smart-home integration, or specific accessibility features are desired from the outset.





# Assess Your Financial Framework



## Budget Boundary Setting

Define three budget levels:

- “optimal” (top-tier)
- “target” (realistic high-end)
- “absolute maximum.”

This clarity guides meaningful design solutions without overspending.

## Funding & Timeline Planning

Confirm how the build will be financed—personal funds, cash-out refinance, home equity line of credit (HELOC), etc.—with a lender pre-selected.

Align this with an ideal timeline: conceptual start, permits, construction, punch-list, and closeout dates.



## Begin Exploring

Your signature materials:

- Appliances
- Cabinetry
- Stone
- Flooring

## Research Long-Lead Time Desirables

Identify things prone to delays—e.g., imported tiles, bespoke fixtures, artisanal hardware—and order samples or "option chains" during design development.





# Priority Features and **Must Haves**

## Priority Feature & Technical Briefs

Document any “must-have” features—e.g., bidet showers, steam shower, elevator access, wine cellar. This ensures contractors can scope everything accurately.



## Scopes of Work

- Internal vs. external scope—what the contractor will not handle.
- What will the contractor handle (rough-in HVAC, structure, landscape hardscape)?



## Strategize Risk & Contingency

# Planning

### **Risk Mitigation Reserve**

Set aside 10–20% of your hard cost budget for unforeseen issues such as, site surprises, supply chain delays, change orders.

### **Permit & HOA Navigation**

Discuss any requirements from homeowners' associations or local review boards. Gather covenants, design control documents, and timelines for architectural committee approvals.

### **Insurance Review**

Confirm your insurance covers builder's risk, liability, and property coverage. Understand when ownership and liability transfer during construction.



## Prepare to answer these key questions to your **Contractor**

- What is your clear budget range?
- What is your anticipated timeline from design through move-in?
- Do you already have architectural plans or an architect/designer on board?
- Have you completed a site survey, soil report, or identified any zoning/HOA constraints?
- What key lifestyle features and finishes must be included?
- How committed are you to high-end, long-lead or custom materials?
- What level of contractor involvement and communication style do you expect?
- Are you pursuing a fixed-price, cost-plus, or guaranteed maximum price (GMP) contract?
- Do you have a contingency buffer or risk margin factored into your budget?
- Who on your team is the decision-maker and what is the internal approval process?





# Alleviate the **Overwhelm**

Allow me to invite you to a complimentary consultation with to discuss your vision in detail.

During this conversation, we work with you to craft your Home Owners' Personalized Project document and address any additional questions or requirements you may have.

We look forward to partnering with you to deliver a tailored solution that meets the exacting standards of your high-end luxury dream home.





## Renaissance Builders

Mark Perkins,  
Owner



Allow me  
to  
HELP



727.238.5484



[contact@renaissancebuildersfl.com](mailto:contact@renaissancebuildersfl.com)



[www.RenaissanceBuildersfl.com](http://www.RenaissanceBuildersfl.com)

