

STEP 1 BUILDERS — WHY WE ARE DIFFERENT

MODERN METHODS OF CONSTRUCTION (MMC)

Across Ireland, thousands of people are sitting on fully serviced land with expensive architectural drawings, valid planning permission, and absolute silence from traditional builders. They face unreturned phone calls, vague cost metrics, and projects dragged out over 18 painful months. Step 1 Builders is the antidote to the 'builderless' crisis. We are not a traditional turnkey builder. We are a highly disciplined, tech-forward Modern Methods of Construction (MMC) specialist delivering premium, weatherproofed structural shells with factory precision, zero hidden margins, and ironclad operational velocity.

Based in Monasterevin, County Kildare, we operate with a strict capacity cap of approximately 600 m² of structural delivery per annum, translating to just three to four bespoke residential builds per year with a dedicated single crew. Across Kildare and the broader Midlands, between 800 and 1,000 one-off residential builds enter the market annually. By design, we do not chase volume. We capture a fractional, highly targeted segment of this pool to guarantee absolute build velocity, uncompromised quality control, and direct director-level oversight on every single site. We get your dream moving while others fail to respond.

1. The Structural Shell Package & Core Pricing

We build exclusively using the advanced Castleforms 360mm Insulated Concrete Formwork (ICF) system paired with premium Senator Windows & Doors high-performance exterior lock-ups. This structural envelope guarantees a rapid speed of money, executing a standard 150 m² home footprint in exactly 10.85 working weeks. Our pricing model is transparent and completely predictable:

- **Core Flat Rate:** €1,800.00 per m² (Exclusive of VAT).
- **Statutory VAT Rate:** Fully eligible for Revenue Ireland's reduced 13.5% Residential Construction VAT.
- **Gross Customer-Facing Rate:** Exactly €2,043.00 per m² (Inclusive of 13.5% VAT).

2. The Anti-Cowboy Framework & Transparent Value-Adds

To eliminate hidden cost shocks while maintaining our tight crew schedules, we integrate high-value structural components directly into our base rate, separating structural truths from variable site realities:

- **Floor PIR Insulation Included:** We absorb the entire raw material cost of high-grade floor insulation boards. For traditional radiators, we lay it directly under our concrete slab pour (True Third Pour). For underfloor heating, we purchase the full allocation and leave it neatly palletized and protected inside your weather-tight shell for your plumber's immediate use, keeping it safe from the Irish weather.
- **Spotless Structural Handover:** We cover the logistics and cost of all commercial skips required for our structural offcuts, EPS core scrap, and concrete wash. Our crew cleans the site daily, delivering a swept, orderly, and mud-free interior workspace ready for immediate fit-out trades.
- **Zero Markup Muck-Away:** Subsurface anomalies, hidden rock, or poor soil displacement can cause earth-moving costs to swing widely. Instead of inflating our base rate with an arbitrary worst-case safety buffer for everyone, we exclude muck-away from our core fees and pass the exact direct costs straight to you with 0% builder markup.
- **Coordinated Scaffolding & Facilities (Client Benefit):** Progressive GA3-compliant scaffolding and on-site toilets must remain on-site for your renderers, plasterers, and roofers months after our 10.85-week shell phase concludes. Rather than hiding long-term rental markups in our contract, we manage the complete technical design, scheduling, and engineering sign-off with our preferred scaffolding partner. The hire contract goes directly in your

name at our trade rate, avoiding contractor markups and retaining full facility control.

3. Head-to-Head Market Comparison Matrix

Operational Metric	Traditional Masonry Builders	Step 1 Builders (MMC Specialist)
Communication & Onboarding	Months of radio silence, unreturned phone calls, and loose, unpredictable estimates.	Instant flat-rate transparency, swift contract onboarding, and immediate scheduling certainty.
Delivery Velocity	Projects slow down due to fragmented trades, dragging out across 12 to 18 painful months.	Ironclad 10.85-week speed guarantee from mobilization to weatherproof structural lock-up.
Site Integrity & Logistics	Sites left disorganized, cluttered with toxic offcuts, concrete wash, and uninsulated foundations.	Spotless structural handover. All skips paid by us, site cleaned daily, structural floor PIR insulation included.
Ground Risk Management	Subsurface variations are used to pad margins, causing sudden price increases mid-build.	Fair, variable pricing model passing subsurface excavation directly at cost with 0% builder markup.
Thermal Performance	Requires complex, multi-layered block and drylining retrofits to barely meet structural efficiency rules.	Monolithic Castleforms 360mm ICF solid concrete core provides superior airtightness and structural mass natively.

4. Real-World Combined Turnkey Cost Projections

By combining Step 1 Builders' fixed structural package with industry finishing cost metrics (isolating material and labor splits), clients can project their total investment per square meter across two distinct pathways:

- **Scenario A: Best-Case Strategic Sweat Equity (€2,750.00 to €3,050.00 per m² Ex. VAT):** The client leverages our weather-tight lockup to stage internal finishes over time, managing or personally executing high-feasibility DIY tasks such as roof insulation, airtightness taping, second-fix carpentry, floor coverings, and painting.
- **Scenario B: Worst-Case Fully Outsourced Finish (€3,251.00 to €3,933.00 per m² Inclusive of 13.5% VAT):** The client hires a secondary manager or premium subcontracting trades to fully deliver all internal specifications with zero personal labor contribution. This represents an elite market benchmark for a fully completed, high-performance, future-proofed A-rated home built to modern Part L and NZEB regulations.

5. Statutory Tax Guardrails & The Revenue Two-Thirds Rule

Our structural shell contract maintains a strict material ratio of 42.7% against the total €1,800/m² rate, remaining safely below the statutory 66.66% ceiling to legally preserve the client's right to pay the reduced 13.5% VAT on our entire shell package. For subsequent finishing trades, we advise clients to secure combined 'Supply-and-Fit' contracts from their plumbers and electricians on high-value equipment (e.g., Air-to-Water heat pumps, MVHR units) to legally capture the 13.5% rate on retail hardware rather than paying the full 23% consumer VAT counter rate.