



Built on Integrity. Focused on You.

10 QUESTIONS

EVERY FAMILY SHOULD ASK
BEFORE CHOOSING
A BUILDER

ROOTED IN EAST TEXAS

*Proudly building in
Athens, Mabank, Canton
and surrounding areas.*

BUILT ON RELATIONSHIPS

*Clear communication,
honest guidance,
and follow through.*

BUILT WITH INTEGRITY

*Quality craftsmanship
and attention to detail in
every home we build.*

WELCOME, *and Thank You*

BUILDING A CUSTOM HOME IS ONE OF LIFE'S BIGGEST DECISIONS.

It's exciting. It's personal. And it should be built on trust.

At AND Custom Homes, we believe an informed homeowner is an empowered homeowner. That's why we created this guide.

These 10 questions will help you slow down, look deeper, and make the right choice for your family—your home, your investment, and your future.

We're honored you're considering us to be part of your journey.



Built on Integrity. Focused on You.



OUR PROMISE

We are committed to clear communication, honest guidance, and exceptional craftsmanship from the first conversation to the day you walk through your front door.



OUR PURPOSE

To build more than homes—we build relationships, trust, and a legacy your family will be proud to call home.

*“ When you build with integrity, every detail reflects your values.
When you build with heart, every home becomes a legacy. ”*

1 How Long Has the Builder Been Building Homes?

Experience matters—because it directly impacts the quality of your home, your overall experience, and the outcome you'll enjoy for years to come.

◆ WHY IT MATTERS

A builder's experience affects far more than the number of homes they've built. It influences how they manage challenges, maintain schedules, communicate, and stand behind their work long after closing day.

An experienced builder is better equipped to:

- ✓ Plan accurately and set realistic expectations
- ✓ Solve problems before they become costly
- ✓ Guide you through the process with confidence
- ✓ Manage trusted subcontractors and suppliers
- ✓ Deliver lasting quality and reliable warranty service

In short, experience brings wisdom—and wisdom protects your investment.



BUILDER TIP

Look for a builder with a proven track record in custom homes—not just production homes. Ask for examples of homes similar to what you're planning, and talk to recent clients about their experience.



INSIGHT

We've been building custom homes in East Texas for years, and our experience shows in the details, the process, and the relationships we build along the way.

We don't just build homes—we build trust that lasts.

“ The right builder brings more than skill to the job—they bring experience, perspective, and a commitment to doing it right. ”



*Built on Integrity.
Focused on You.*



ROOTED IN EAST TEXAS.
BUILT FOR YOUR FAMILY.

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HOW DOES THE BUILDER HANDLE CHANGES DURING CONSTRUCTION?

Protect yourself from costly surprises.

WHY IT MATTERS

Most homeowners make changes after construction begins. It happens all the time:

- ✓ Different flooring
- ✓ Additional outlets
- ✓ Cabinet upgrades
- ✓ Appliance changes
- ✓ Expanded patios
- ✓ Bathroom modifications

The real question isn't whether changes happen. The real question is:

How does your builder manage them?

A builder should have a clear process for documenting changes, communicating costs, and helping homeowners make informed decisions before work proceeds.

Without a system, misunderstandings can quickly become expensive.



BUILDER TIP

Ask every builder:

"How will I be notified if a change affects my budget or timeline?"

A professional builder should provide written change documentation before work proceeds.

INSIGHT

At AND Custom Homes, we believe communication is one of the most important parts of the building process.

Changes are documented, discussed, and approved so homeowners understand how decisions affect both schedule and investment.

Our goal is simple:

**No surprises.
No confusion.
Just clear communication.**



Built on Integrity. Focused on You.

Helping East Texas families make confident building decisions.

QUESTIONS TO ASK EVERY BUILDER

- ✓ How are change orders documented?
- ✓ Will I receive updated pricing before work begins?
- ✓ How will schedule impacts be communicated?
- ✓ Who approves changes?
- ✓ How quickly are changes processed?



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HOW WILL I KNOW WHAT IS INCLUDED IN MY PRICE?

*Avoid costly assumptions before
construction begins.*

WHY IT MATTERS

It's easy to compare prices on paper.
It's hard to compare what's actually included.
Differences in allowances and specifications can
lead to big surprises once construction begins.

Make sure you get clear answers on:

- ✓ Materials and finishes
- ✓ Appliances and fixtures
- ✓ Site work and landscaping
- ✓ Permits and fees
- ✓ Warranties and guarantees

**Clarity now saves money,
stress, and headaches later.**



BUILDER TIP

Ask every builder:

*"Will you provide a detailed written list
of what is included in my price?"*

"What is considered an upgrade?"

"What allowances are included?"

A detailed inclusions list protects you from
misunderstandings and ensures you're
comparing apples to apples.



INSIGHT

At AND Custom Homes, we believe transparency
is the foundation of trust.

You will receive a detailed inclusions sheet that
clearly outlines what is included in your price,
what allowances have been set, and what would
be considered an upgrade.

When expectations are clear from the start,
**you get the home you want
without the surprises you don't.**

“

*The most expensive home
is the one built on assumptions.*



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HOW WILL THE BUILDING PROCESS KEEP ME INFORMED?

Clear communication builds confidence every step of the way.

WHY IT MATTERS

Building a custom home is an exciting journey—
but without consistent updates, small questions can turn into big concerns.

A great builder keeps you informed so you always know:



What's
happening now



What's
happening next



What decisions
are needed



Who to contact
with questions



That your home
is being built
with care

**Communication creates peace of mind.
Peace of mind creates a better experience.**



BUILDER TIP

Ask every builder:

"How often will I receive updates?"

"What type of updates will I receive?"

"Will I have one main point of contact?"

"Can I visit the job site?"

A clear communication plan should be shared with you before construction begins. It shows the builder's commitment to transparency and your experience.



INSIGHT

Great communication doesn't happen by accident—it happens by design.

You deserve a builder who is proactive, responsive, and easy to reach.

You should never have to chase down answers or wonder what's going on.

The right builder keeps you informed so you can relax and enjoy the journey of building your dream home.



**“ Communication is the bridge between where you are
and the home you're excited to come home to. ”**





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HOW DOES THE BUILDER ENSURE QUALITY THROUGHOUT CONSTRUCTION?

Quality should be inspected throughout the build—not discovered at the end.

WHY IT MATTERS

A beautifully finished home starts with quality decisions made long before move-in day. A strong builder has proven systems, high standards, and a commitment to doing things right—not just getting things done.

**Quality isn't something we add at the end.
It's something we build in from the beginning.**



BUILDER TIP

Ask every builder:

"What inspections do you perform—and how often?"

"Who is responsible for quality on my home?"

"How do you address issues if they arise?"

"What is your process for the final walkthrough?"

A clear quality process protects your investment and gives you peace of mind long before construction is complete.



INSIGHT

Quality is never an accident.

It's the result of systems, training, and accountability.

You deserve a builder who takes pride in the details you'll never see—because those details are what you will feel every day.

A well-built home is built right the first time, inspected often, and cared about always.

SIGNS OF A QUALITY-FOCUSED BUILDER



Regular inspections



Clean and organized job sites



Detailed punch lists



Clear workmanship standards



Accountability from start to finish

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HOW DOES THE BUILDER HANDLE WARRANTY AND SERVICE AFTER MOVE-IN?

A great builder doesn't disappear when the house is finished.



WHY IT MATTERS

Your relationship with your builder shouldn't end on closing day.
A true partner stands behind their work and is there for you long after you move in.

*The end of construction
should be the beginning of a relationship.*

WHAT HAPPENS AFTER MOVE-IN?



MONTH 1 *We Check In*

We follow up to make sure everything is working as it should and address any initial questions you may have.



MONTH 6 *We Revisit*

We perform a scheduled walkthrough to address any adjustments that can occur as your home settles.



YEAR 1 *We Stand Behind Our Work*

We conduct a 1-year warranty review to ensure your home is performing beautifully and you're completely satisfied.



BUILDER TIP

Ask every builder:

- "What is your warranty coverage?"*
- "How do I submit a service request?"*
- "What is your typical response time?"*
- "Who will be my point of contact?"*
- "Do you offer a 1-year walkthrough?"*

Clear answers now will give you confidence that you'll be taken care of long after move-in day.



INSIGHT

Homes are a big investment—your builder should treat that responsibility seriously.
The best builders build relationships, not just homes.
They are proud of their work and committed to your long-term satisfaction.

A builder who is easy to reach and quick to respond shows how much they value you.

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HOW DOES THE BUILDER KEEP MY PROJECT ON SCHEDULE?

A well-planned home is more likely to finish on time and with fewer surprises.



WHY IT MATTERS

Delays create stress, cost more money, and can impact your life in unexpected ways. A builder with a proven process, strong trade relationships, and clear communication keeps your project moving forward—so you can enjoy the experience, not just the final result.

OUR PROVEN PROCESS KEEPS YOUR PROJECT MOVING FORWARD



BUILDER TIP

Ask your builder:

- "What is your estimated timeline for my home?"*
- "What factors could impact the schedule?"*
- "How do you handle delays if they arise?"*
- "Who is responsible for keeping the project on track?"*
- "How often will you update me on progress?"*

Clear answers show the builder has a plan—and the experience to execute it.



INSIGHT

On-time results don't happen by accident. They come from planning, preparation, and proactive communication. A builder who values your time will build a schedule that respects it—and keep you informed every step of the way.

**When the process is strong,
your experience is better from start to finish.**

Great homes don't happen by accident.
They happen through planning.



HOW WILL THE BUILDER HELP ME MAKE DESIGN AND SELECTION DECISIONS?

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Design decisions can feel overwhelming—there are so many choices! The right builder provides guidance, knowledge, and trusted resources to help you make confident selections that reflect your style, fit your budget, and bring your vision to life.



Ask your builder:

- Do you have a design center or selection process?
- Can you help me understand the pros and cons of different options?
- How do you help keep selections on budget?
- Who will guide me through the process?

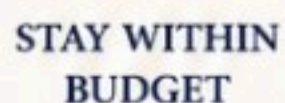
Great builders simplify the process so you can enjoy the fun part—creating a home you'll love for years to come.



Your builder should be a guide, not a gatekeeper. They should listen to your vision, educate you about your options, and help you make selections that create a beautiful, timeless home—without overspending or second-guessing.

*When you have the right partner,
decisions feel exciting,
not stressful.*

THE RIGHT BUILDER HELPS YOU:



WHO WILL ACTUALLY BE BUILDING MY HOME?

*The people building your home matter
just as much as the plans themselves.*



A WELL-BUILT HOME IS THE RESULT OF A WELL-COORDINATED TEAM.

Great builders don't do it alone—they build relationships, surround themselves with the best, and lead every detail so you can enjoy the experience with confidence.



BUILDER TIP

Ask your builder:

- ✓ Who will be my main point of contact?
- ✓ How often will the builder or project manager be on-site?
- ✓ How do you select and manage your subcontractors?
- ✓ How are quality and workmanship monitored throughout the project?
- ✓ Who do I call if I have a question or concern?



INSIGHT

You deserve a builder who is present, engaged, and accessible—backed by a team of professionals who care about your home as much as you do.

*When the right team works together,
your home is built with care,
accountability, and pride.*

10

WHAT SETS ONE BUILDER APART FROM ANOTHER?

*The right builder isn't always the cheapest.
They're the one you trust with your dream.*

Every builder will tell you they provide quality and great service. The difference is in what they consistently do—and how they make you feel throughout the entire building experience.



GREAT BUILDERS

— What you should expect —



COMMUNICATE CLEARLY

They listen, respond promptly, and keep you informed every step of the way.



EXPLAIN PRICING TRANSPARENCY

They provide detailed, upfront pricing so you know what to expect—no guesswork or hidden costs.



RESPECT TIMELINES

They plan carefully, manage the schedule, and keep your project moving forward.



GUIDE SELECTIONS

They provide expert guidance to help you make confident choices that fit your style and budget.



STAND BEHIND THEIR WORK

They offer solid warranty coverage and are there for you long after move-in day.



BUILD STRONG TEAMS

They work with skilled, trusted trade partners who take pride in their craftsmanship.



PRIORITIZE RELATIONSHIPS

They treat you with respect, value your trust, and are committed to your satisfaction from start to finish.



WARNING SIGNS

— What to watch for —



VAGUE ANSWERS

They avoid questions, give incomplete answers, or are hard to reach.



CONSTANT SURPRISES

You receive unexpected costs, changes, or delays with little to no explanation.



POOR COMMUNICATION

Calls and emails go unanswered and you're left wondering what's happening.



UNCLEAR PRICING

Quotes are vague, allowances are unrealistic, or details are missing from the contract.



NO WARRANTY PROCESS

They offer little to no warranty information or make it difficult to get service after move-in.



LACK OF SUPERVISION

There's no consistent oversight and subpar workmanship goes unnoticed.



PRESSURE-BASED SALES

You feel rushed, pressured, or like today's decision is more important than the right one.

—◆—
A CUSTOM HOME IS ONE OF THE
LARGEST INVESTMENTS YOU'LL EVER MAKE.

CHOOSE THE BUILDER WHO
GIVES YOU **CONFIDENCE**
BEFORE CONSTRUCTION
EVEN BEGINS.

—◆—



*The best builder isn't the one
who promises the most.
They're the one who
consistently earns your trust.*

—◆—

The right builder should make the process feel clear, organized,
and enjoyable from the very first conversation. When communication
is consistent, expectations are transparent, and trust is earned at every step,
the result is more than a beautiful home—it is a building experience
you can feel confident about from beginning to end.





*When you're ready to
explore the possibilities,*

— WE'D BE HONORED TO HAVE THE CONVERSATION. —

◆
Building a custom home should be exciting.
It should be transparent.
It should feel personal.
And it should begin with trust.

◆
Whether you're ready to build now or simply
gathering information, we hope this guide has
helped you ask the right questions and feel
more confident about the journey ahead.

◆

AND
CUSTOM HOMES

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