



## **WHY PICASSO CUSTOM BUILDERS?**

**LOWEST COST:** Even with most prices of construction materials and services on a higher trend, we have maintained a great steady relationship with our subcontractors, vendors and suppliers to keep costs on average about 50% lower, except those materials related to oil. All discounts we negotiate are transferred by Picasso to the Client without question, No Exceptions and we don't play games!!! You can be assured that you get the REAL cost + our management fee.

**LOWEST ENGAGEMENT FEE:** When you sign the contract with Picasso we only charge \$7,500 for houses below 13,000 SQF of Heated Area and \$15,000 for homes above 13,001 SQF Heated Area to get your vision to Architectural Schematic Plans and Elevations. Be assured, we will listen to You!!

**TOTAL TRANSPARENCY:** The money received from the Client and the Bank is managed in a totally independent Bank account in which the client has full access and monitor the transactions 24/7. Every month a report is delivered to the client with detail of all expenditures for each item of the budget, showing the progress of the construction and the balances for every phase. Accounting is open to the clients at any time and the invoices charged to Picasso are the same used for the client accounting. The client may talk openly with every vendor about the prices charged or may suggest Picasso a particular subcontractor, vendor or supplier that will offer an even better price or promotion. The objective is to build and/or renovate your home at the lowest possible cost.

**PURCHASE ASSISTANCE OF A BUILDING LOT:** Since a young man, Patrick M. Kessler, Managing Principal of Picasso has been or is a Home Designer, Builder, General Contractor, Developer, Licensed Real Estate Broker and was a Civil Engineer that specialized in land and land development. We offer the client the service of finding, selecting and buying the lot at no additional cost.

**BEST ATTITUDE:** A "Yes, we are glad and proud to do it for you" and "Excellence is Our Minimum Standard" Attitude prevails everywhere and with everyone here at Picasso Custom Builders and Luxury Homes. Each one gives the best of themselves to keep the client happy and communication is key to Our success and a smooth Home Build or Renovations. The working environment in the Picasso organization is pleasant and of constant activity about satisfying client needs.

**EMPATHY:** The process of building the "client's dream" has to be pleasant and happy. It is almost like a marriage between the General Contractor/Design-Builder and Client for more than one year. Picasso's mission is that at the end of the stressful process, we have a "friend for life". We at Picasso desire to be happy and to take pleasure out of building or renovating your Home.

**CUSTOM HOME AND HOME DESIGNS:** In ours and your eyes every home, "Your Home", is unique. Although the client may want us to follow the basic parts of a previous home or they may require us to buy Ready-made plans. We devote hours to the process of customizing and adjusting the plans to the County Code. Mr. Kessler himself with a team of professionals in the architectural, engineering, construction and financial fields, work very closely with every step of the process of designing and drafting your home. The same team will be there in supervising the construction process.

**INDIVIDUAL BUDGET:** A budget is prepared custom made for each home, side by side with the owner, to achieve the lowest possible cost and that prevents you from having "surprises" later on.

**GOOD NEWS!!!** The joint effort to achieve the lowest cost pays. Every time, with no exceptions, when we finish a home or renovation, the client finds that the value of the home in the market exceeds by \$200,000 to \$500,000 the cost spent in construction. This means you get "Instant Equity" because of simple market law: You got the House at real wholesale price but you will sell it at retail. We build at lower cost than the price of the millions of houses in distress in the present post-crisis market.