



CUSTOM HOME DESIGN PROPOSAL



PHASE ONE
DESIGN

Prepared for Alex + Chelsea Roudinski
Lot 31 Morning Vista Way, AB
Dec 8, 2021

COMPANY OVERVIEW

WHO WE ARE

Phase One Design is a boutique design firm specializing in architectural design for luxury homes. Founded by Kathy Yuen in 2006, the company's vision is to leave a legacy in the world, one home at a time.

Kathy's background in on-site construction Project Management and Project Estimating gave her a pragmatic perspective of how a design firm should operate. Since its inception, Phase One's mandate is to not only provide exceptional design, but to ensure client projects are executed seamlessly. This includes on-budget designs, designs that are actually "buildable", and a stress-free process for the homeowner.

OUR TEAM

Our team members are all highly regarded and respected in the Western Canada custom home design community. Each team member was selectively invited to join our team, based on their extensive experience (ranging from 12 to 25 years) in high end, luxury residential design projects. We all love what we do. Most importantly, we love being a part of our clients' dream home journey.

OUR CLIENTS

We're not a fit for everybody. We're OK with that. But if you are our client, you get the five-star treatment.

Our clients value quality, but don't have unlimited budgets (trust us, nobody does). They prioritize value over price. Our clients typically lead extremely busy lifestyles. Our process is tailored to this. We streamline the process, but without sacrificing quality.

Our clients don't need another "to do" on their list. Our process delivers a professional, highly organized experience. But we make sure it's fun and exciting too (yes, we're the meeting you want to come to).

WHAT WE BELIEVE

Phase One Design believes there is more to design than just design. A project needs to be beautiful, but also on budget, be buildable, and the client should have an unforgettable experience.

We use design to steer your budget. And treat your money like our own. There're always numerous solutions to the same design challenge. It's about finding the perfect balance between cost and design.

Our firm is built on relationships. Relationships with our clients. Our team. Our builders. And everyone we collaborate with. This allows us to attract the best talent, form strong partnerships, and positively impact the lives of everyone around us, including our clients. It's also elevated us to be one of the most highly respected firms in Western Canada.

We are proud of our core values and make sure they're the foundation of everything we do:

EXCELLENCE | INTEGRITY + HONESTY | EXCEPTIONAL CLIENT SERVICE | GROWTH + INNOVATION
POSITIVE IMPACT + LEGACY | TEAM | EGO-FREE ATTITUDE | LIFELONG RELATIONSHIPS | ACCOUNTABILITY

YOUR PROJECT

PROJECT SCOPE

Scope of project includes Architectural Design services for a new single-family home at Lot 31 Morning Vista Way, MD Rockyview, AB for Alex and Chelsea Roudinski.

CONCIERGE-STYLE SERVICE

We know that great design is important to you. After all, that's why we're even talking.

But don't forget your designer is also in charge of the entire pre-construction and planning process. We take care of a lot more than just design. We're essentially helping you plan your entire project. That's a big deal.

Our process is set up so that we are here for you every step of the way. To help you with design. To help ensure your project is on budget. To lead you through the process. To help you interview and find the right builder. To help ensure the home is constructed as planned.

And to answer any one of the hundreds of questions that will likely come up along the process. At this stage, you're probably feeling excited and overwhelmed at the same time. After designing over 600 homes, we know all homeowners feel this way when starting their project. That's okay – we get it.

That's why our process is tailored to have our team of experts lead you through the entire planning process and take care of everything. So that you don't have to. And you can trust your project is being executed properly.

The proposed project will be executed in 5 Major Stages:

- STAGE 1: Architectural Design
- STAGE 1A: Interior Design (Optional)
- STAGE 2: Budget Reconciliation
- STAGE 3: Consultant Coordination
- STAGE 4: Issued for Construction Drawings + Approvals
- STAGE 5: Construction Support (Optional)

STAGE #1: ARCHITECTURAL DESIGN

This stage focuses on the architectural design. Even during this stage, we will also consider the latter stages, and to ensure there is cohesiveness in design, budget, constructability, and successful approvals.

Major Steps in the Architectural Design Stage

- Design Programming meeting with client to acquire all necessary information to begin design
- Zoning and Building Code compliance reviews
- A typical Design Development presentation and review meeting schedule as follows:
 - o **Presentation Meeting #1:** Major reveal includes above grade floor plans and exterior concept
 - o **Review Meeting #1:** Review your feedback. This is a “working” meeting where we do live design changes within the meeting.
 - o **Presentation Meeting #2:** Fully updated design is presented, along with new design content
 - o **Review Meeting #2:** Review your feedback. This is a “working” meeting where we do live design changes within the meeting. At this point, there is typically only minor revisions
 - o **Design Sign Off Presentation:** A fully complete design is presented.
- Ongoing discussions with builder regarding high level budget

STAGE #1A: INTERIOR DESIGN (Optional)

This stage incorporates interior finishing into the picture. Phase One can provide this as an optional service. We have different interior packages at varying price points, and to suit whatever your needs are.

Utilizing one firm for both architectural and interior design has several benefits:

- Less meetings
- More design cohesiveness
- Less redundancy in conversations between two different design teams
- Less coordination between architectural and interior design teams
- All the above means less time, less effort, and less design fees for you.

Major Steps in the Interior Design Stage

- Millwork design
- Interior selections including flooring, cabinetry finishes, countertop, tile, paint
- Ongoing budget reconciliations
- Complete millwork drawings, tile layout drawings, lighting layout plan, Interior Specifications document

STAGE #2: BUDGET RECONCILIATION

Our philosophy is a successful design also needs to be on budget. Our designs will always consider balancing design quality and budget.

In order to deliver this, we will require collaboration with the rest of the project team (builder and client), and as follows:

- Prior to project start, please confirm a working budget prior to design start
- Client and builder to attend pricing reconciliation meeting(s) with Phase One throughout design process at key stages
- Client and builder to advise Phase One immediately of any budget changes and/or issues

Major Steps in the Budget Reconciliation Stage

- Phase One to produce Issued for Pricing drawing set (detailed drawing set, near construction-level)
- Ongoing budget discussions during design
- Formal Pricing Reconciliation meeting once design is complete, and pricing has been secured by builder. Discuss necessary budget alignment measures, while preserving integrity of design.
- Update drawings based on above discussions (Pricing Revisions)

STAGE #3: CONSULTANT COORDINATION

This stage focuses on coordinating all required consultants and their respective drawing packages to be issued for construction. Think of this package as the communication tool between you and the trades who will ultimately construct your home. Clear, detailed and accurate communication is key.

Our team coordinates the numerous consultants involved to ensure a high quality, detailed package is utilized for construction. These consultants include, but are not limited to: structural engineers, geotechnical engineer, energy consultants, homebuilder, window supplier, joist and truss supplier, pool supplier, etc.

Major Steps in This Stage

- Coordination and review of all Project Consultants' documentation and drawings for consistency.

STAGE #4: APPROVALS + CONSTRUCTION DRAWINGS

This stage focuses on Developer and Building Permit approvals, including producing the final Architectural Issued for Construction drawing set. Includes Building Permit approval (associated trade permits, by others)

Major Steps In Approvals Stage

- Production, submission of and administration of Developer approval and Building Permit approval
- Production of final Issued for Construction drawings to be submitted for Building Permit.
- Submission of and administration of Building Permit approval

STAGE #5: CONSTRUCTION SUPPORT (Ongoing during Construction) - Optional

This stage is optional, but highly recommended. We ensure design is executed as per drawings, and provide additional direction to trades as required.

This stage includes:

- Weekly or bi-weekly check-ins with Builder and You to review progress or questions.
- Deficiency review as each sub trade finishes their portion

You do not need to decide if you'd like this optional service now. This can be added later.

A FEW FINAL WORDS...WHY YOU SHOULD SELECT US

Many believe a designer's job is to make a space look great and produce a set of construction drawings. We too, believe that those elements are important. However, we believe there is so much more to a project than that. A project has to be designed beautifully, on budget, be able to be constructed (without a bunch of issues), just to name a few.

Most importantly, as Phase One designers, we don't lose sight of the fact that this can be a very exciting but stressful experience for our homeowner clients. Therefore, our job is also to deliver an unforgettable positive, and fun experience. Much like how you don't go to Disneyland for the rides – you go to Disneyland for an experience.

What's our secret sauce?

- We are intentionally a boutique firm.
- We relentlessly pursue quality and exceptional client service.
- We accept a limited number of projects so we can focus on the clients we have. Every client's needs are different.
- With a limited client base, we can tailor our services to each one of our clients.

What about our design skills? The variety in our Design Portfolio shows how we tailor every home to suit every clients' unique dreams. Our long list of awards and credentials (over 23 awards + nominations) is also worth mentioning.

But really...what's most important is YOU, the homeowner.

Our design philosophy embraces an "ego-free" attitude. At the end of the day, you'll get what **you** want. Not what we think you should have. Or what we think might win an award. It's **your home**.

And we're excited to share this amazing new home journey with you! 😊

Thank you for this opportunity to submit our Proposal.

The Phase One Design team

PRICING - YOUR INVESTMENT

If your design and planning scope is well executed, we believe your design fees should be easily recouped in budget overrun savings, avoidance of construction issues, and peace of mind.

Our estimates are based on the estimated number of hours required for each stage, and based on historical data of 600+ projects.

You will only be charged for hours used based on the hourly rate table below. Breakdown of estimated fees is provided below:

DESCRIPTION	ESTIMATED HOURS RANGE		ESTIMATED FEE RANGE	
	Low	High	Low	High
STAGE 1: Architectural	81	94	\$13,365	\$15,510
STAGE 2: Pricing Drawings and Reconciliation	45	77	\$7,425	\$12,705
STAGE 3: Consultant Coordination	13	22	\$2,145	\$3,630
STAGE 4: Approvals + Permits	9	18	\$1,485	\$2,970
Total Estimated Investment			\$24,420	\$34,815
* All prices before taxes				

HOURLY RATE TABLE	
	Hourly Rate (\$/hr)
Principal Designer - Kathy Yuen (Reduced rate for design contracts)	\$300 \$225
Senior Technologist + Designers	\$165
Junior Technologist + Designers	\$100

PAYMENT

We work on a retainer basis. A \$9,000 retainer is taken at the commencement of the project, and upon receiving Authorization to Proceed. All subsequent retainers are in \$5,000 increments. Invoices will be issued for work complete, along with a detailed hourly breakdown. We accept cheques, e-transfers, Visa, and Mastercard.

NEXT STEPS + APPROVAL TO PROCEED

NEXT STEPS

Once you've decided to move forward, please send back your Approval to Proceed (signed below). You'll receive an invoice for the retainer for your records.

AUTHORIZATION TO PROCEED

I authorize Phase One Design to proceed with the above Scope of Work

X _____
Client (Print Name)

X _____
Client (Signature)

Our team is very excited for the opportunity to work with you!

TERMS + CONDITIONS

1. An unpaid invoice shall bear interest, calculated monthly at the rate of eighteen (18%) per cent per annum, commencing 30 days after the date that Phase One submits the invoice.
2. This contract may be terminated by either party upon not less than three (3) days written notice. In the event of termination, the Client shall pay Phase One for all services performed to the effective termination date. The outstanding fees will be based on Phase One's hours incurred to date multiplied by Phase One's hourly rate of \$150.00. Outstanding fees will be paid within 14 days of contract termination date.
3. The Client acknowledges that Phase One may engage consultants on behalf of and for the benefit and convenience of The Client and agrees that Phase One shall not be liable to The Client, in contract or in tort, for the acts, omissions or errors of such consultants.
4. Phase One's total liability for all claims arising out of or related to the Project or this Agreement shall not exceed 50% of the fees (exclusive of disbursements) received by Phase One. If any dispute arises out of or relates to this contract, or breach thereof, and if the said dispute cannot be settled through direct discussions, the parties agree to settle the dispute in an amicable manner by mediation.
5. The Client shall pay Phase One for all reimbursable expenses, supported by receipt or invoices incurred by Phase One in the interest of the Project, and with prior approval from the Client:
 - i. Fees, levies, duties or taxes for permits, licenses or approvals from authorities having jurisdiction
 - ii. Premiums for additional coverage or limits, including that of liability insurance requested by The Client in excess of that normally carried by Phase One
 - iii. Other project related expenses approved by The Client prior to expenditure.
 - iv. Phase One does not accept back charges
6. For a period of three (3) years after the completion of the attached Scope of Work, the client and their respective Affiliates shall not, directly or indirectly, either alone or in conjunction with any other Person, solicit, recruit, hire, employ, attempt to hire or employ, or assist any Person in the recruitment or hiring of, any person who is an employee of Phase One Design, or otherwise urge, induce or seek to induce any Person to terminate his/her employment with Phase One Design.
7. In the event Client or their respective Affiliates, hires or employs, or assists any Person in the hiring or employment of, any employee of Phase One Design, or otherwise engages in any conduct which results in an employee terminating his/her employment with Phase One Design, The Client shall be liable to Phase One and shall pay to Phase One liquidated damages in an amount equal to fifty percent (50%) of such terminating employee's total compensation for the twelve (12) months immediately preceding such employee's termination of employment.
8. Should a project become inactive for a period of more than 6 months, Phase One reserves the right to apply a re-activation fee to the project fees, and to re-initiate the project. Additional fees may also apply should there be drawing updates required due to Building Code, Zoning Bylaw, or other regulatory changes which affect the project.
9. If any provisions of this contract is declared by a court of competent jurisdiction to be invalid, illegal or unenforceable, such provision shall be severed from this contract and the other provisions shall remain in full force and effect.
10. This contract shall be governed by the laws of the Province of Alberta
11. This contract represents the entire and integrated contract between the parties and supersedes all prior negotiations, representations or contracts, either written or oral.
12. This contract may be amended only in writing signed by both parties.
13. Time shall be of the essence of this contract and no extension or variation of this contract shall operate as a waiver of this provision.
14. The parties agree that this contract may be transmitted by facsimile, pdf, email or such similar device and that the reproduction of signatures will be treated as binding as if originals.

COPYRIGHTS

All design and drawings as produced by Phase One Design are copyrighted. The above-referenced building documents are for the sole use of building on the above mentioned site address, and reproduction in whole or part for purposes of another building site are forbidden, and is in violation of drawing copyrights, unless prior written consent from Phase One Design is granted.

Upon payment of project fees, the above noted client will receive joint ownership of design documents with Phase One Design Inc. Phase One agrees not to distribute, sell, duplicate and/or re-use this design for any other client. Phase One reserve the right to utilize this design and all related design documents for the purposes of marketing, unless specifically requested by client. There will never be private client information (address or names) disclosed in any marketing material, without prior permission from client.

