

FOR OUR FUTURE CLIENTS

Customer *Welcome* Packet.

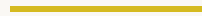
Everything you need to know about building a custom home with our team — our process, our people, and the way we work — so you walk into it informed, prepared, and confident.

Your land. Your vision. Built with Precision.

PREPARED FOR YOU
NORTH GEORGIA • 2026

A NOTE FROM OUR FAMILY

Welcome — we're *glad* you're here.



Thank you for giving us an opportunity to earn your business. We're excited that you are considering building a custom home, and we would be honored to help make your dream a reality.

At Precision Custom Home Builders, we specialize in designing and building luxury custom homes on your land throughout North Georgia. Founded in 2005, we have completed over 250 custom homes and have built a reputation for quality craftsmanship, transparent communication, and an organized building process.

We are a family-owned company headquartered in historic Downtown Canton, Georgia. Our team brings together expertise in engineering, construction management, interior design, and finance to deliver an exceptional home-building experience. We never build the same house twice — each home is designed uniquely around the needs and wants of our clients, with the utmost attention to detail.

"We simply build a better home."

— THE ELLSWORTH FAMILY

What sets us *apart*

Building a custom home is one of the largest and most personal investments you will ever make. Here's what makes working with Precision different.

- 01 In-House Design & Build**
We design and build under one roof, eliminating costly miscommunications between separate designers and builders.
- 02 Advanced 3D Technology**
Interactive 3D models, photorealistic renderings, and virtual walkthroughs let you experience your home before we break ground.
- 03 250+ Custom Homes Completed**
Since 2005, we have built a proven track record across seven North Georgia counties.
- 04 Team-Based Approach**
Dedicated professionals for sales, design, selections, construction, finance, and customer service — not one person wearing every hat.
- 05 Transparent Pricing**
Our line-item estimates are typically within ±5% accuracy, and our detailed allowance system ensures you always know where you stand.
- 06 We Handle the Details**
From permitting and engineering to utility coordination, surveying, and county requirements — we manage the complexities.
- 07 Proactive Communication**
We answer the phones, return the calls, and keep you informed at every stage of the process.

WHO WE ARE

About Precision.

A family-owned custom home builder serving Cherokee, Pickens, Gilmer, Dawson, Bartow, Gordon, and Fannin counties in North Georgia — building homes from \$700K to \$2.5M+ for clients who own vacant lots or land.

What makes us different is our team approach. We have dedicated team members for every aspect of the process — from design and selections to construction and quality assurance. We answer phones, we communicate proactively, and we keep you informed every step of the way.

<p>250+ CUSTOM HOMES Built since 2005</p>	<p>7 COUNTIES SERVED Throughout North Georgia</p>	<p>±5% ESTIMATE ACCURACY Line-item, transparent</p>
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Meet our family

Dan Ellsworth

OWNER · SALES

A second-generation custom home builder with an Engineering degree from Brigham Young University and a Six Sigma Black Belt from Villanova. Dan's engineering background drives the precision and organization behind every home. He leads sales from first contact through contract signing.

Katy Ellsworth

OWNER · CUSTOMER SERVICE & SELECTIONS

With over 20 years of experience in home design and customer satisfaction, Katy works to ensure each client is heard and gets the most out of their custom home experience. She oversees the selections process and coordinates interior design assistance.

Jared Ellsworth

OPERATIONS MANAGER · CONSTRUCTION

A third-generation custom home builder with a Construction Management degree from BYU and a residential/commercial contractor's license. Jared oversees day-to-day construction and project coordination — ensuring quality and customer satisfaction at every step.

Tad Ellsworth

FINANCE MANAGER · FINANCE

Holds a Master's in Finance from the University of Utah and a Bachelor's in Business Management from BYU-Hawaii; CMA-certified. With a background in corporate finance, Tad is responsible for budgeting, estimating, and financial reporting.

THREE COMPLIMENTARY SERVICES

Get started with confidence.

We believe you should be as informed as possible before you begin building. That's why we offer three complimentary services — no obligation, no pressure — to help you get started.

01

FREE SERVICE • NO OBLIGATION

Site Evaluation

We meet with you at a property you own or are in due diligence on and give you our professional evaluation of how buildable it is. We discuss driveway location, foundation types (slab, crawlspace, or basement), erosion control, water drainage, setbacks, utilities, clearing, and more.

Please note: to make the most of this service, we ask that you either own the property or be under contract with a due-diligence period before we schedule a site evaluation.

02

FREE SERVICE • NO OBLIGATION

Ballpark Estimate

Send us a plan you're interested in — or simply sketch something up — and we'll provide a ballpark estimate. You'll receive an estimate that's usually within $\pm 5\%$, depending on the amount of detail we receive from you. If the estimate is close to your budget, we should meet to review the specifications included.

03

FREE SERVICE • NO OBLIGATION

"Before You Build" Consultation

We meet with you to go over everything involved in building a custom home and what to expect. We're here to answer all of your questions and concerns. After this meeting, you'll have the information you need to select a great builder.

DESIGN + BUILD UNDER ONE ROOF

Design *with us.*

One of the biggest advantages of working with Precision is that we design and build your home under one roof. Because we are both the designer and the builder, your home is designed to fit your specific site and constructed exactly the way we build — eliminating costly miscommunications and surprises.

Most builders do not offer in-house design and will tell you to get plans from a website, designer, or architect. Since an outside designer probably will not visit your site, this can result in changes to the design and additional building costs. With Precision, your design and construction teams work hand in hand from day one.

Initial *meeting*

Our design process begins with meeting you and learning what you want in your new custom home. This is an ideal time to share layouts, sketches, and photos that help us understand your vision — we'll guide you so we capture everything while designing the home to match how we build.

Site *meeting*

The site visit helps us further understand your needs. We discuss drainage, orientation, utility sources, driveway and garage locations, and site boundaries. Final site selection on your lot will be determined before the design can be completed.

Advanced design *technology*

Our house plan design goes well beyond traditional blueprints. Your design package includes:

- ◆ **Traditional 2D house plans** — every drawing needed to build your custom home.
- ◆ **Interactive 3D models** — walk through and explore your home before construction begins.
- ◆ **3D virtual walkthroughs** — experience your home's layout and flow in real time.
- ◆ **Realistic architectural renderings** — see how your materials, colors, and selections actually look on your finished home.
- ◆ **Any time of day, on demand** — render your home to see where the sun will fall throughout the day.

Interior design *assistance*

We partner with a local interior design firm that can guide you through all selections — countertops, flooring, tile, cabinetry, paint, and fixtures. Most builders give you their opinion; our team provides true professional design expertise.

HOUSE PLANS

Your design options.

When it comes to your house plans, you have three options — pick the one that fits your starting point.

OPTION 01

Bring your own plans

Already have a set of house plans, or found a plan online that you love? We can review them and adapt them for your site and our building methods.

OPTION 02

Choose from our plan library

We maintain a collection of floor plans that can serve as a starting point — and customize each one to your preferences.

OPTION 03

Design from scratch

Work with our in-house design team to create a fully custom plan built around your specific needs, wants, and property.

Getting started: what you need to *know*

Determine Your Budget

If you are financing your new home with a bank, you will need to know what you are pre-qualified to borrow. You do not want to waste time looking for land or a house plan that's out of your budget. If you are self-financing, you likely already have a budget in mind.

We work with several local banks that have approved us as builders and offer excellent construction loan programs. We can provide lender referrals to help get you started.

Finding a Lot or Piece of Land

You will need a lot or land before we can build. Important considerations when evaluating a property:

- | | |
|--|--|
| <input type="checkbox"/> Good build location? | <input type="checkbox"/> Reasonable driveway access? |
| <input type="checkbox"/> Surrounding neighborhood? | <input type="checkbox"/> Covenants or restrictions? |
| <input type="checkbox"/> Utilities available? | <input type="checkbox"/> Property surveyed? |
| <input type="checkbox"/> Sewer or septic? | <input type="checkbox"/> Soil test (if septic)? |

Let us know once you have found a property and we'd be happy to evaluate it. We also have lot search tools on our website.

OUR PROCESS, STEP BY STEP

From kickoff to *keys*.

We've built this process over 250 homes — refined to be transparent, organized, and front-loaded so you walk in informed and walk out delighted.

PHASE 01

Pre-Construction

01 Pre-Construction Contract

This kicks off the entire process. Once signed and the initial deposit is received, we begin gathering all information needed — building location, utilities, survey documents, soil tests, and more. We provide a checklist to keep track of everything required to pull a building permit.

02 Kickoff Meeting

We schedule a meeting to go over the pre-construction process, answer your questions, and discuss the design process, specifications, selections, and allowances.

03 Custom Home Specifications & Selection Sheets

You'll receive our specifications document along with selection sheets, allowance sheets, a customer planning sheet, and additional information to help you gather details about utilities, materials, and desired upgrades. Many assumptions are pre-filled — you simply review and adjust.

04 Design Meeting

Once we receive your marked-up specification sheets, we schedule a design meeting and begin designing your home — every drawing needed to build, plus advanced 3D models, walkthroughs, and photorealistic renderings so you can visualize your material and color selections.

05 Selection Meeting

Once the main floor plan is complete, we schedule a selection meeting to guide you through finishes, materials, and fixtures. Our team will review allowance and selection sheets with you and answer any questions.

06 Site Layout & Engineering

We work with surveyors to box out the home on your site, satisfying all county setback and site requirements. Engineering reviews are completed to ensure the foundation design and structural elements meet all applicable codes and site conditions.

07 Signed Contract Documents

Once the house plans, specifications, and estimate are finalized, you receive our building contract for review and signature — along with our expectation pages, warranty, and change order documents.

08 Financing & Building Permit

If you're using a bank, they typically need the signed building contract, house plans, and specifications before proceeding. Once financing is complete, the first deposit is received, and selections are finalized, we apply for the building permit — handling all coordination with the county.

PHASE 02

Construction

09 Permitting

Once your house plans, specifications, selections, and financing are complete, we begin the permitting process. This may take several weeks depending on your building location and local requirements.

10 Site Preparation

After the building permit is pulled, site prep begins with a construction entrance and permit box installation. We typically meet with you at this time to discuss utilities, the driveway, tree clearing, and any additional grading or clearing you may want.

11 The Foundation

A critical phase that we take very seriously. Your foundation is built according to the foundation drawing on your house plan and per our engineer's review. Once engineering approval is received, we begin pouring and allow the concrete to cure adequately before moving forward.

12 Construction of the House

The exciting stage where your home takes shape. Through framing, roofing, siding, windows, doors, painting, and decks, the exterior comes to life. On the inside, we simultaneously install plumbing, HVAC, electrical, insulation, drywall, interior trim, cabinets, countertops, and more — until the home is complete.

PHASE 03

Completion & Delivery

We conduct multiple walkthroughs throughout the construction process to keep you informed and ensure everything is meeting your expectations.

W1 Pre-Drywall Walkthrough

Review framing, electrical, plumbing, and HVAC placement before walls are closed.

W2 Trim Walkthrough

Review interior trim, cabinetry, and millwork details.

W3 Pre-Paint Walkthrough

Confirm paint colors and finishes before final coats are applied.

W4 Final Walkthrough

A thorough review of the completed home to identify any remaining items.

13 Punch List

Any items identified during walkthroughs are documented and resolved by our build team promptly.

14 Closing & Move-In

Once the punch list is complete and all final inspections are passed, we coordinate closing and hand you the keys to your new home.

15 Warranty

We stand behind our work. Precision provides a comprehensive warranty covering defects in workmanship. We want you to be proud of your home — and we hold ourselves to the highest standard.

COMMON QUESTIONS

Frequently asked.

A few of the questions we hear most often from clients just like you. Straight answers — and we're glad to answer the rest in person.

Q How long does it take to build a custom home?

Each project has a unique timeline depending on size and complexity, site conditions, and material lead times. On average, construction takes approximately **10–14 months**. We'll provide a detailed schedule well ahead of construction so you can plan accordingly.

Q Can I make changes during construction?

Yes — changes can be made through our formal change order process. Modifications are documented, priced, and approved by you before they are executed. Keep in mind that changes may affect the timeline and budget.

That said, our pre-construction process is specifically designed to be thorough and front-loaded so we capture as many decisions as possible before construction begins. Changes made in design are far less costly than changes made during construction.

Q Do I need to own land before we start?

Yes — you'll need to own (or be under contract to purchase) a buildable lot or piece of land. We offer a free site evaluation to help you determine if a property is suitable for building before you purchase.

Q Can I bring my own house plans?

Absolutely. You can bring your own plans, find a plan online that you love, select from our library of floor plans, or work with our in-house design team to create a fully custom plan from scratch.

Q What areas do you serve?

We currently serve **Cherokee, Pickens, Gilmer, Dawson, Bartow, Gordon, and Fannin counties** in North Georgia. We will consider bordering counties upon request.

Q How do you handle the budget and pricing?

Our estimates are typically within **±5% accuracy**. We use a detailed allowance system for items that have not yet been selected, and our building contract is a line-item document that clearly outlines the scope of work and materials. Throughout the process, you'll always know where you stand financially.

LET'S BREAK GROUND

Ready to *build*? Start here.

We'd love to hear from you. Whether you're ready to sign a contract or you're just starting to consider building, please don't hesitate to reach out with any questions.

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We answer
every message

ONLINE

precisioncustom
homebuilders.com
Lot search · gallery

NORTH GEORGIA · SERVICE AREA

Cherokee · Pickens · Gilmer · Dawson · Bartow · Gordon · Fannin

"We simply build a better home."

CUSTOMER WELCOME PACKET
— THANK YOU —