



THE CUSTOM BUILDER ADVANTAGE

More opportunity. In every house.

Make upgrades easier to sell.
Keep the details together.
Bring the package through Abel.

One house. One coordinated package.



ARCHITECTURAL DESIGN CONCEPT

A better package has three jobs.

Help the builder sell more of the right upgrades, control the agreed scope and reduce the work between handoffs.

01 / OPPORTUNITY

Sell the upgrade.

Give buyers a clear standard, a relevant alternative and a written added price. A good option should be easy to understand and approve.

02 / SCOPE CONTROL

Protect the package.

Record product, finish, location and installation scope before a change reaches the field. Keep the approved revision with the job.

03 / COORDINATION

Simplify the work.

Bring purchasing, the PM, receiving, installation and accounting around organized records and defined responsibilities.

The value comes from the way the work is organized. Actual savings and earnings depend on the project and are measured against the builder's own baseline.

From frame pack to final detail.

01

Doors & specialty openings

Interior, exterior, barn, pocket, glass and access.

02

Trim & architectural millwork

Base, casing, crown, flat stock and wall detail.

03

Door & bath hardware

Coordinated functions, finishes and accessories.

04

Windows & sliders

Standard openings and statement glass packages.

05

Frame packs & materials

The defined lumber, sheet-goods and framing package.

06

Stairs & rails

Treads, handrails, balustrades and attic access.

07

Beams & mantels

Ceiling and fireplace features with a considered finish.

08

Closets & shelving

Storage planned alongside the interior package.

09

Additional details

Shutters, porch shade and other quoted project scope.

Start with the scopes that fit your next house. The proposal defines materials, labor, delivery, finishing, specialty trades and exclusions.

Offer upgrades buyers can picture.



ILLUSTRATIVE ROOM RENDER

Openings

Selected solid-core rooms; taller doors; statement entries.

Hardware

Coordinated lever, deadbolt and bath-accessory suites.

Architectural detail

Crown, wall trim, beams, mantels and feature openings.

Storage

Closet shelving and built-in storage scope.

Stairs & glass

Rail and stair treatments; window and slider packages.

Price the complete change: product, quantity, installation, finishing and schedule impact. A material-only adder is not a complete installed upgrade.

Three looks. A clearer starting point.



Modern

Flat stock, picture-frame casing and square hardware.



Transitional

Balanced profiles and softened hardware details.



Traditional

Profiled trim and classic proportions.

Keep the standard easy to recognize. Offer a short list of compatible alternatives. Record the exact selected specification.

The image starts the conversation.



ILLUSTRATIVE DESIGN DIRECTION

The written record finishes it.

Identity

Exact product, manufacturer reference or approved equivalent.

Configuration

Size, construction, handing, jamb and function.

Placement

The room or opening where the choice belongs.

Commercial scope

Included standard, added price, labor and finish.

Approval

Selected option, revision, reviewer and decision.

A choice the buyer can follow.

MEADOW HOUSE / DEMONSTRATION

A clear upgrade menu.

Selected solid-core rooms	+\$600
Taller compatible openings	+\$900
Coordinated hardware upgrade	+\$350

ILLUSTRATIVE TOTAL	\$1,850
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01 **The builder sets the offer.**

Standards, approved upgrades and homeowner-facing prices.

02 **The buyer reviews their options.**

Visual references and a project-specific selection menu.

03 **A change receives review.**

Product, price, installation and timing checked before approval.

04 **The approved scope moves forward.**

An accepted revision defines what is ordered.

The showroom illustrates this intended workflow with fictional values. Homeowner submissions and ordering require separate account activation.

The range behind the package.

Thousands of
configurations.
A considered
shortlist.

Browse broadly. Present the choices
that fit the house.

01 Explore the product range.

Doors, trim, hardware and complementary house details.

02 Confirm the configuration.

Style, material, dimensions, finish and quote-based options.

03 Set up approved account pricing.

Private prices on approved items after account setup.

04 Build the project package.

Confirm quantities, included work and the approved quote.

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The right view of the job.

The builder workspace brings the job's operating records into context. Use onboarding to confirm the views enabled for your team.

Project & orders

The project, approved scope and order references.

Delivery & installation

Requested versus confirmed dates, handoffs and progress.

Documents & finance

The authorized specifications, invoices and statements.

See a demonstration of your actual enabled account: log in, find a project, review an order, follow a delivery and retrieve the right document. Screens in the showroom are illustrative, not a live account.

One relationship. Different responsibilities.

Builder owner / PM	Project decisions	Standards, approved upgrades, project scope and changes.
Purchasing	Buying detail	Authorized account prices, product configurations and orders.
Accounting	The financial record	Invoices, credits, payments and statements available to the role.
Homeowner	Their selection experience	Their project choices and homeowner-facing prices.

PRIVATE ACCOUNT PRICING STAYS WITH THE AUTHORIZED BUILDER TEAM.

Choose the handoff that fits.

MATERIAL-ONLY

Use your
installation crew.

Approved materials, configuration schedule and the agreed delivery handoff. Your installer handles the work assigned to them.

TURNKEY SCOPE

Bring the included
work through Abel.

Supply, labor and coordination expressly included in the proposal, with site readiness, scheduling and closeout responsibilities defined.

Painting, staining, field changes, engineering, structural work and specialty trades are included only where the proposal says so.

A clear owner at every handoff.

01 Plan and confirm.

Review openings, scope, field conditions, specifications and the approved revision.

02 Stage and deliver.

Confirm dates, access, receiving contact and what belongs in the release.

03 Install the included scope.

Check readiness, coordinate the crew and record field exceptions.

04 Walk and close.

Document quality checks, punch responsibility and closure for the agreed work.

A requested date is not a confirmed date. A delivered item is not an installed item. Distinguishing those events keeps the next handoff clear.

The records should reconcile.

Original package	\$9,820
Approved demo change	+\$1,850
Revised order / invoice	\$11,670
Illustrative receipt	-\$3,000
Demo statement balance	\$8,670



Specification approval order
delivery installation invoice
statement.

Fictional document example only. No tax, credit terms, payment request or commercial commitment. The sample packet demonstrates proposed document layouts.

Bring the next plan.

We will map the package.

Your standard selections. Your installation preference. The scopes you want us to handle.

01 Review the house.

Plans, scope and field responsibilities.

02 Build the choices.

A standard package and relevant upgrades.

03 Confirm the working relationship.

Pricing, account access, review and handoffs.

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