

BUILDER/MARKET PROFILE

Name: _____ Address: _____ City: _____

State: _____ Zip: _____ Phone: Home _____ Cell: _____ Fax: _____

E-Mail: _____ Website: _____

BUILDER PLAN INFORMATION

1. Percentage of income past year derived from:

- Home Building _____%
- Remodeling _____%
- Real Estate _____%
- Mobile Homes _____%
- Other _____%

If your income is derived from "Other" please give details. _____

2. Describe the area where you will begin operations, if approved. _____

3. What method do you intend to use to advertise your new business? _____

4. What style of home will you build for your high traffic model home, if approved? _____

5. If approved, are you prepared to take delivery of a high traffic model home within 90 days of approval? _____

6. Will you need financing for your new model, if approved? _____

7. The number of Heritage Homes you believe you can sell and deliver in:

- First 3 months _____
- First 6 months _____
- First year _____

8. What specific construction, marketing, real estate or other experience have you had that will help make you a successful Heritage Homes Builder? _____

9. What market conditions currently exist that will help you achieve your goals? _____



MARKET PROFILE

1. Number of building sites you own? _____
2. Number of total sites controlled by you? _____
3. Number of new homes built in your county last year? _____
4. Number of homes you built last year? _____
5. Do you have or will have access to a construction crew? _____
6. Do you have salespeople other than yourself? _____
7. What is the population in your county? _____ Per capital income in your county? _____
8. Are there high traffic sites for sale or lease in your intended city of operation?
 - a. Number for sale: _____
 - b. Number for lease: _____
9. What is the cost of the high traffic sites? \$ _____ Sale price \$ _____ /mo. Lease.
10. Will you buy or lease your model site? _____
11. Will you build spec homes in addition to your model? _____
12. What is the typical improved home site cost in your area? \$ _____
13. What price range homes sell best (include home site)? \$ _____
14. Who will be your competition? _____

Please give additional information to help us determine how well your company will fit into our Builder network.

I HEREBY CERTIFY THAT ALL ABOVE INFORMATION IS ACCURATE.

Applicant's Signature

Date

Co-Applicant's Signature

Date

