

## TAG Services & Benefits

### How TAG Benefits the Builder

## Builder

## TAG

### Cost Benefits

◆ Sales Management	<ul style="list-style-type: none"> <li>◆ Benefit of over 50 years of experience</li> <li>◆ Maximize Profit</li> </ul>	◆ \$80,000.00	◆ <b>Included</b>
◆ Marketing Management	<ul style="list-style-type: none"> <li>◆ Obtain the apex of pricing and absorption</li> <li>◆ House Pricing, Phasing, &amp; Mix Recommendations</li> <li>◆ Features Analyzation</li> <li>◆ Options Optimized</li> <li>◆ Premiums Maximized</li> <li>◆ D.R.E Coordination</li> </ul>	◆ \$40,000.00	◆ <b>Included</b>
◆ Advertising	<ul style="list-style-type: none"> <li>◆ Targeted</li> <li>◆ Effective</li> <li>◆ Monitored</li> <li>◆ Website Critique &amp; Recommendations</li> </ul>	◆ \$10,000.00	◆ <b>Included</b>
◆ Collateral	<ul style="list-style-type: none"> <li>◆ Price Sheets, Flyers, Special Promotions, Inventory Documents</li> </ul>	◆ \$20,000.00	◆ <b>Included</b>
◆ Market Research	<ul style="list-style-type: none"> <li>◆ Site Selection &amp; Analysis</li> <li>◆ Site Planning &amp; Design Consultation</li> <li>◆ Know Your Market Better Than the Competition</li> <li>◆ Daily insight, information, and ideas</li> <li>◆ Competitive Analysis</li> <li>◆ Positioning &amp; Marketing Plan</li> </ul>	◆ \$45,000.00	◆ <b>Included</b>
◆ Design Center	<ul style="list-style-type: none"> <li>◆ Participate in Concept</li> <li>◆ Revenue Opportunity</li> <li>◆ Level of Features vs. Standards</li> </ul>	◆ \$\$\$\$\$	◆ <b>Included</b>
◆ Escrow Management	<ul style="list-style-type: none"> <li>◆ Status Report, Contract Check List, Closing Report</li> </ul>	◆ \$20,000.00	◆ <b>Included</b>
◆ Liability	<ul style="list-style-type: none"> <li>◆ Less Litigation/ Fewer Law Suits</li> <li>◆ Protect Builder</li> </ul>	◆ \$30,000.00	◆ <b>Included</b>
◆ Overhead/Office Space	<ul style="list-style-type: none"> <li>◆ Supplies/Equipment/ Rent/Utilities</li> </ul>	◆ \$15,000.00	◆ <b>Included</b>
◆ Payroll & Accounting	<ul style="list-style-type: none"> <li>◆ Commissions, Broker Demands, Compensation Programs</li> </ul>	◆ \$15,000.00	◆ <b>Included</b>
◆ FICA/Taxes	<ul style="list-style-type: none"> <li>◆ No Matching Funds with Independent Contractor</li> <li>◆ No Medicare</li> <li>◆ No S.D.I</li> <li>◆ No Retirement Matching Funds</li> </ul>	◆ \$25,000.00	◆ <b>Included</b>
		◆ \$300,000.00+ Annual Costs	◆ <b>Included</b>