



Student  
Chapters

## **NAHB Custom / Small Build Student Competition 2024-2025 Problem Statement for Four-Year Programs**

The Custom / Small Build Competition challenges students to identify an opportunity for a small home builder to build home and produce a return on investment in a given market, simulating a scenario like what a small custom home builder would do.

This year's competition partners closely with [Terra Forma Solutions](https://terraforma.com/) to provide sponsorship for the competition in the form of judges and prizes for the top 3 teams, "Honorable Mention" proposals may also be recognized at the judge's discretion.

For the 2024/2025 Competition, each team of students assumes the role of a home builder in The Cache project in Greeley, CO <https://cachecolorado.com/>. Selection of lots will come from any buildable lot that is located on the following areas: Waterfront, Patio, Overlook(View) or Cottage and as outlined below.

Market data will be provided that show typical market trends for The Cache area such as home prices, absorption, square footage, etc, however your team is not limited to these just these resources. Specifically, teams will follow the 2018 IRS building code along with the project and local municipality standards, guidelines and/or requirements for items such as setbacks, lot size, dwelling size, architecture, etc. Teams should select one of the following lot type/area and will be approved for a total construction loan(developed lot and home) up to the following total:

- Waterfront(80'x140') - total loan \$2,500,000, lot price \$525,000
- Patio(50'x100') - total loan \$1,500,000, lot price \$325,000
- Overlook(70'x120') - total loan \$2,000,000, lot price \$415,000
- Cottage(30'x80') - total loan \$475,000, lot price \$100,000

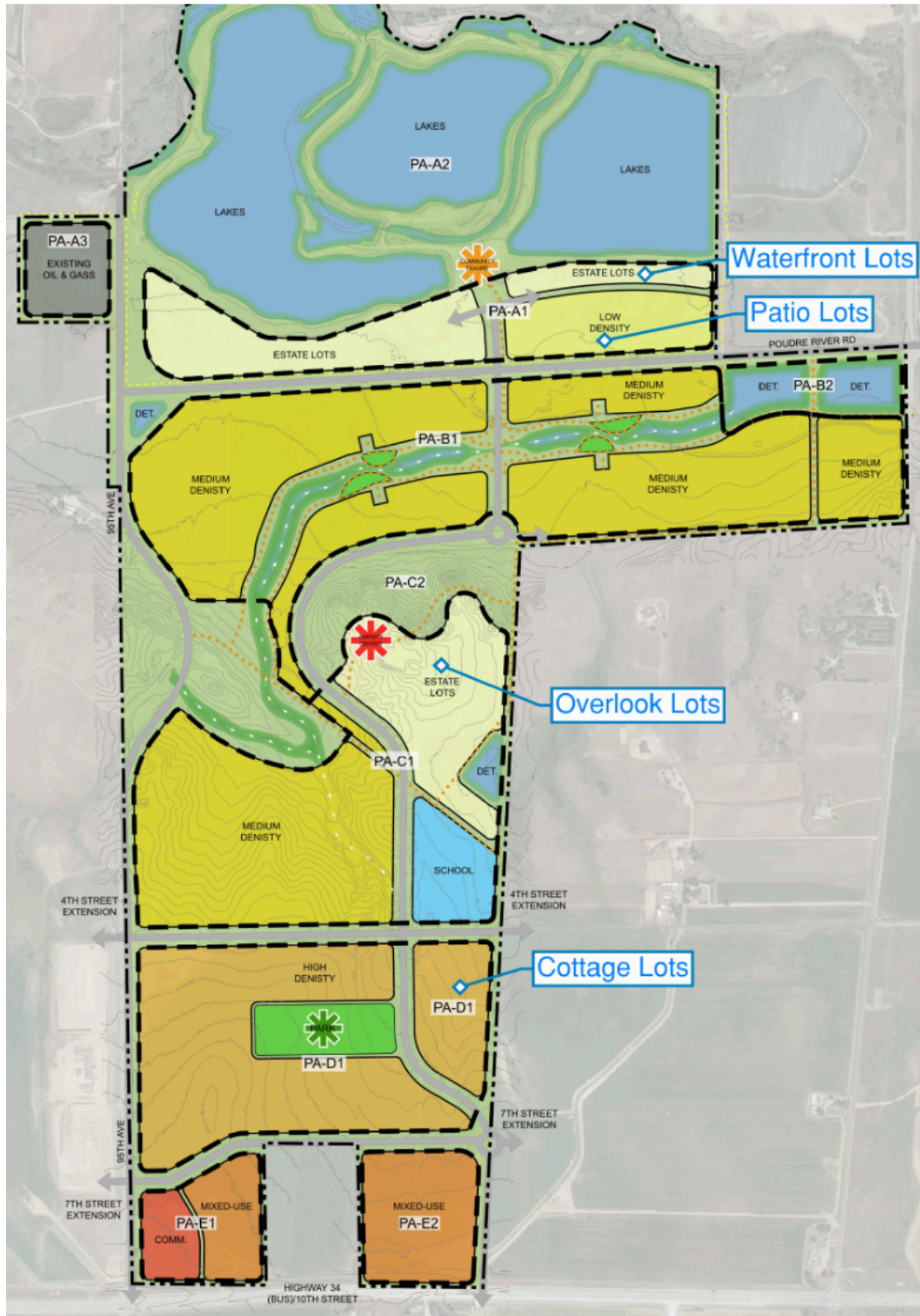
Total amounts shown is the maximum allowable budget, assumptions of other investors or cash available are not allowed. Teams need to identify a current and accurate interest rate for the construction loan from a local lender with a physical presence in the Greeley, CO, area.

Professionalism and attention to detail matter! Teams will give an oral presentation of their proposal in person at the 2025 International Builders Show Las Vegas, NV. The format will be a 10-minute presentation followed by questions from the judges.

**Proposals should include but not limited to:**

- Analysis of market
  - Location/address of project site and justification for its selection
  - Selected product and justification for the residence
  - Analysis of competitors, including new and existing homes
  - Market requirements and or demand for sustainable or energy-efficient features
- Preconstruction Management Plan
  - Complete project estimate and schedule
  - Consideration of permitting requirements for the given municipality
  - What planning needs to be in place to achieve sustainability goals
- Construction Management Plan
  - Trade partner identification, selection, and management
  - Identify the local HBA and utilize their member for trade partner selection
  - Materials procurement and management
  - How building inspections will be handled
  - SWPPPs compliance
  - Site logistics plan
  - Implementation of sustainable features
  - [Detailed safety plan](#)
- Sales and Marketing Plan
  - Product design to include floor plans and elevations (renderings are recommended)
  - Plan for how the home will be marketed and sold
- Financial and Risk Analysis
  - Accurate direct and indirect costs accounted for
  - Assumptions have been justified and are reasonable
  - What risks have been identified, and how will they be mitigated





## Custom Builder Student Competition Grading Summary Report

School Name: \_\_\_\_\_

|   | SCORE      | COMMENTS |
|---|------------|----------|
| ANALYSIS OF MARKET                                  |            |          |
| Location  |            |          |
| Product Selection                                   | ____ / 15  |          |
| Competition   |            |          |
| Sustainability                                      |            |          |
| PRECONSTRUCTION MANAGEMENT                          |            |          |
| Estimate  | ____ / 15  |          |
| Schedule  |            |          |
| Permitting  |            |          |
| Sustainability                                      |            |          |
| CONSTRUCTION MANAGEMENT PLAN                        |            |          |
| Trade Partner Procurement and Management            |            |          |
| Material Procurement, Mgmt. and Disposal            | ____ / 15  |          |
| Inspections   |            |          |
| SWPPPs  |            |          |
| Site Logistics Plan                                 |            |          |
| Safety Plan   |            |          |
| SALES AND MARKETING                                 |            |          |
| Product Design                                      |            |          |
| Sales and Marketing                                 | ____ / 15  |          |
| Plan / Projection                                   |            |          |
| FINANCE AND RISK ANALYSIS                           |            |          |
| Direct and Indirect Costs                           |            |          |
| Accurate Numbers                                    | ____ / 15  |          |
| Reasonable Assumptions                              |            |          |
| Risk Assessment and Mitigation                      |            |          |
| OVERALL QUALITY OF WRITTEN PROPOSAL                 |            |          |
| Grammar, Appearance, Organization                   | ____ / 10  |          |
| ORAL PRESENTATION                                   |            |          |
| Professional Appearance, Language, and Organization | ____ / 15  |          |
| TOTAL   | ____ / 100 |          |