



NAHB Student  
Chapters

## **NAHB Custom Builder Student Competition 2021-2022 Problem Statement for Four-Year Programs**

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

This competition partners closely with local and state Home Building Associations (HBAs) 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 2021/2022 Competition, each team of students assumes the role of a home builder in North Indianapolis, IN. Specifically in the municipality of Westfield, IN ([Google Map Link](#)). Teams should assume they have a line of credit up to \$1,000,000 to work with. (\$1,000,000 is the maximum allowable budget, assumptions of other investors or cash available are not allowed). Teams need to identify an accurate interest rate for the line of credit and may borrow against this line of credit. Proposals will be 20 pages or less. Professionalism and attention to detail matter! Proposals should include:

- Analysis of market
  - Location/address of project site and justification for its selection
  - Selected product & justification for it
  - 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, & management
  - Materials procurement and management
  - How building inspections will be handled
  - SWPPPs compliance
  - Site logistics plan
  - Implementation of sustainable features
- Sales & Marketing Plan
  - Product design to include floor plans & elevations (renderings are recommended)
  - Plan for how the home will be marketed and sold
- Financial & 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

Teams will give an oral presentation of their proposal at the 2022 International Builder’s Show in Orlando, FL.

## Custom Builder Student Competition Grading Summary Report

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

	Score	Comments
<b>Analysis of Market</b>	____ / 15	
Location		
Product selection		
Competition		
Sustainability		
<b>Preconstruction Management</b>	____ / 15	
Estimate		
Schedule		
Permitting		
Sustainability		
<b>Construction Management Plan</b>	____ / 15	
Trade partner procurement & management		
Material procurement, mgmt. & disposal		
Inspections		
SWPPPs		
Site Logistics Plan		
Sustainability		
<b>Sales and Marketing</b>	____ / 15	
Product Design		
Sales & Marketing Plan/Projection		
<b>Financial &amp; Risk Analysis</b>	____ / 15	
Direct & Indirect costs		
Accurate numbers		
Reasonable Assumptions		
Risk Assessment & Mitigation		
<b>Overall quality of the written proposal</b>	____ / 10	
Grammar, Appearance, Organization		
<b>Oral Presentation</b>	____ / 15	
Professional Appearance, Language, & Organization		
<b>TOTAL</b>	____ / 100	