



Student
Chapters

NAHB Custom / Small Build Student Competition 2023-2024 Problem Statement for Four-Year Programs

The Custom / Small Build 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 year's competition partners closely with [Americas Home Place](#) 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 2023/2024 Competition, each team of students assumes the role of a home builder in Lake Allatoona, GA. Selections of lots will come from any buildable lot that is waterfront to the lake (<https://lakeallatoona.com/about>). Counties to include: Bartow, Cherokee and Cobb. The following resources are recommended to assist with the selection of your lot: Redfin.com, Realtor.com, and Zillow.com. Your team is not limited to these resources. Specifically, teams will follow the 2018 IRS building code along with the Corps of Engineer's setback and elevation restrictions in addition to local municipality requirements for setbacks / lot and dwelling size. Teams should assume they are approved for a construction loan up to \$1,500,000 to work with for the entire proposal. (\$1,500,000 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 Lake Allatoona, GA area.

Professionalism and attention to detail matter! Teams will give an oral presentation of their proposal in person at the 2024 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 Plan / Projection	____ / 15	
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	