



# CUSTOM BUILD

# *Guidebook*

Everything you need to know about building your  
custom home with KRM





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## Our Purpose

Creating a unique building experience that makes people happy.

**Process** – Proven from start to finish.

**Product** – We stand behind our product.

**People** – Our people are happy to do it.

## About us

We have been dedicated to building custom homes throughout Central Iowa and the Des Moines metro area for nearly 20 years. Our founder, Kirk Mickelsen, envisioned a company that places emphasis on superior craftsmanship, customer focus, and effective communication.

### *Quality Craftsmanship*

We believe that every detail matters when crafting your dream home. From foundation to finishing touches, our dedication to precision ensures perfection in every aspect of the construction process.

### *Superior Design*

Your home should be a reflection of your unique lifestyle and personal taste. Our experienced team works closely with you to create a space that truly feels like home.

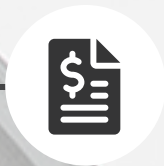
### *Exceptional Service*

Building a home is a significant investment, both financially and emotionally. We are dedicated to walking alongside you throughout the entire homebuilding process. We listen to your needs and ensure your vision becomes a reality.

# OUR BUILDING PROCESS



**1. INITIAL  
HOMEOWNER  
MEETING**



**2. FINANCING**



**3. PRICING**



**4. FOLLOW-  
UP  
MEETINGS**



**5. SIGN  
PURCHASE  
AGREEMENT**



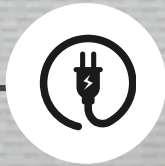
**6. PLANS  
&  
SPECS**



**7. COMPLETE  
PRE-DIG  
CHECKLIST**



**8. BUILDING  
JOURNEY  
BEGINS**



**9. ON-SITE  
ELECTRICAL  
WALK**



**10. ON-SITE  
TRIM & TILE  
WALKS**



**11. FINAL  
QUALITY  
WALK**



**12. HOME  
ORIENTATION**



**13. CLOSE  
DATE**



**14. WARRANTY**

# CLIENT EXPECTATIONS & TIMELINE

At KRM Custom Homes, we know how important it is for you to have clear, realistic expectations from the start.

**Our typical timeline—from initial conversation to move-in is approximately 7 to 12 months, depending on the size and complexity of the home.** We work closely with you throughout the entire process, keeping communication open and ensuring a smooth, transparent experience from day one.

## *Key Phases*

- First Meeting to Signed PA: 1 week to 4+ weeks depending on customer urgency, complexity and size of home
- Signed Purchase Agreement to Dig: 1.5–2.5 months
- Construction: 4–7+ months

## *What Can Affect Your Timeline?*

- Complexity of the home
- Permit wait times
- Weather conditions
- Design or material changes mid-project
- Long lead times for certain selections (windows, cabinets)

## *Tips to Stay on Track*

- Be decisive with selections
- Respond promptly to communication and approvals
- Stick to the original plan when possible

## ***THE KRM GUARANTEE***

Once your foundation is poured, we commit to a guaranteed closing date—offering you peace of mind and confidence in your schedule.

# SHOWROOM

We offer a transparent experience, a wide range of options, expert guidance, and a full design studio. This provides you, the home buyer, a more engaging experience and a greater sense of confidence in your decision-making.

*find inspiration*



# Looking for Design Inspiration?

Scan our QR Code or check out our Facebook, Instagram, or Pinterest pages.



## We Build It All

### MODERN

- Clean lines, open spaces
- Minimalist finishes, neutral palettes
- Sleek materials like glass, metal, and quartz



### FARMHOUSE

- Warm, inviting spaces
- Shiplap, beams, rustic wood accents
- White, black, and natural tones with cozy textures



### TRADITIONAL

- Classic details and symmetry
- Crown molding, built-ins, detailed cabinetry
- Warm wood finishes, timeless stone



### TRANSITIONAL

- Blend of traditional and modern
- Clean lines with softer details
- Balanced neutral palettes with subtle pops of color



# OUR TEAM

Count on our dedicated team to be there with you at every step of the home-building process. From initial planning to the finishing touches, thorough collaboration allows us to understand your vision, address your needs, and bring your dream home to life.

## *Sales Team*

Rest assured, our Sales Team is dedicated to making your homebuilding journey seamless and tailored to your needs.

From the very first step, we'll guide you through:

- An initial homeowner meeting to understand your vision
- Assistance with financing options
- Transparent pricing discussions
- Follow-up meetings for questions or changes
- Finalizing the purchase agreement to bring your dream home to life

## *Field Team*

As construction begins, you'll work closely with our Field Team. Your Superintendent will be there to answer questions and guide you through the process, ensuring a smooth and rewarding journey as your dream home takes shape.

## *IPM Team*

As you move into the plans and specifications stage, your Internal Project Manager will be your trusted guide—helping you navigate every detail of your new home.

With their expertise and eye for detail, you can feel confident your vision will be brought to life with your preferences and lifestyle at the forefront. Our IPM Team is here to make this stage smooth, enjoyable, and stress-free.

## *Warranty*

We're committed to supporting you well beyond your home purchase. With our in-house warranty team, you'll receive the same care and dedication throughout your homeownership journey—because your comfort and confidence matter most.



# PRODUCT

**At KRM, we stand firmly behind every home we build.**

- From the foundation to the roof, each element is thoughtfully designed, sourced, and crafted with the highest-quality materials and finishes.
- Our commitment to excellence ensures your home is not only beautiful but built to last.
- Choosing a KRM home means choosing a space tailored to your lifestyle—a place where memories are created, milestones are celebrated, and dreams come to life.
- Experience the KRM difference, where superior design and craftsmanship come together to create a home you'll be proud to call your own.



# BUILDING MATERIALS



- Structural Durability
- Moisture Protection
- Air Quality
- Energy Efficiency
- Faster Installation
- Easier Installation
- 30 Year Warranty



- Quality Flooring
- Quiet Flooring
- Moisture Resistance
- Durable Performance
- Trusted Warranty



- Forms the footing
- Drains the foundation
- Provides radon reduction
- Reduces pressure on walls
- Reduces collapsed drainage
- Rapid water collection
- Strong rigid PVC construction



- Online construction platform
- Change orders & selections
- Schedule & events
- Warranty management
- Plans & documents
- Email & text message alerts
- Mobile app



- Penetrates and protects residential concrete
- Locks out water
- Prevents damage from salt and de-icing chemicals
- Extends life



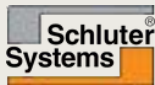
- Reduced Air Infiltration
- Excellent Sound Control
- Higher Efficiency R-Values
- Non-Settling
- Non-flammable
- Recycled Content
- Improved Home Comfort



- Heavy-Duty Elastomeric Formula
- Resists freeze/thaw cycles
- Protects foundation wall
- Seamless Seal
- Remains flexible
- 10 Year Warranty



- Protects against wood ingesting insects and rot
- 5 Year Warranty



- Complete, Waterproof System for tiled areas
- Bonds directly to the mortar bed, preventing water saturation



- Adds a small airspace behind the stone to help the wall breathe and stay protected
- Facilitates the drainage and ventilation of moisture from the wall system

## Laminated Strand Lumber (LSL)

- Engineered Wood Product
- LSL Studs are used for kitchen cabinet walls, tiled showers, and any pocket door
- Resist to twisting, shrinking, or bowing

## Energy Complete Gasket

- Improves air sealing between drywall and framing
- Compresses when cured; prevents bowing of drywall board
- Stabilizes indoor temperature

## Humidifier on Furnace

- Adds moisture to the air
- Reduces static electricity

## Duct Cleaning

- Reduce Allergies
- Energy Savings
- Cleaner Home

## Rebar

- In garage floors, driveway, service walk, front stoop, and patio if applicable
- Added strength, fewer cracks, greater longevity

## Tuff-Hide Primer

- Spray-applied, latex-based coating that acts as both a high-build primer and a surfacer to create a durable, high-quality finish

## Passive Radon System

- Sub-slab vent pipe directs soil gases (incl. radon) above the roofline using natural airflow

## Foam Rim Boards & Truss Heels

- Improves Energy Efficiency
- Reduce Ice Dams
- Reduce Heat Loss

# Frequently Asked Questions

## **Getting Started**

### **Q: *How do I get started, and what's your process?***

A: Begin with a consultation to discuss your needs, budget, and vision. From there, our Sales and Internal Project Manager (IPM) Teams guide you through design, selections, and construction, ensuring clarity at each step.

### **Q: *Who will be my main contact, and how will I stay updated?***

A: Before an agreement is signed, your main contact will be our Sales Team. Once you move into the selections and construction phase, your Internal Project Manager (IPM) takes the lead. Throughout the build, our Field Team provides regular updates through Buildertrend, where you'll have access to selections, photos, daily logs, and your construction schedule.

## **Lots & Locations**

### **Q: *Where do you build, and can I use my own land?***

A: We build within an hour of the Des Moines metro, in both developments and rural areas. You can choose a KRM lot or bring your own.

## **Design & Customization**

### **Q: *Can I customize my home or bring my own designer?***

A: Yes—you can modify one of our existing floor plans or design a home from the ground up. We're happy to work with our in-house architect or collaborate with your own designer/architect.

### **Q: *Do you offer 3D renderings or virtual tours?***

A: Yes, we offer virtual tours for most of our floor plans if we don't have one on the ground to view along with 3D cabinet layout renderings. If you'd like additional drawings or visuals, our team can work with you to provide them.

## **Pricing & Financing**

### **Q: *What is included in the base price?***

A: Standard features, quality finishes, and craftsmanship. Upgrades and customizations are priced transparently.

### **Q: *Will I see a detailed estimate?***

A: Yes, we provide line-item estimates for our floor plans so you know exactly where your money goes.

### **Q: *Do you offer financing or partner with lenders?***

A: While KRM doesn't provide financing directly, we work closely with preferred lenders who understand our process and offer competitive rates.

### **Q: *How are change orders handled once the build begins?***

A: Change orders are documented, priced out, and approved by you before work proceeds, so there are no surprises.

## **Construction & Quality**

### **Q: *How do you ensure quality during the build?***

A: Our Field Team and superintendents perform regular inspections and maintain strict quality control at every stage.

### **Q: *Can I tour completed homes or meet past clients?***

A: Absolutely—seeing our finished homes and speaking with homeowners is encouraged.

## **Warranty & Support**

### **Q: *What warranty do you provide?***

A: Every KRM home comes with a comprehensive 1-year warranty covering workmanship and materials along with a 10-year structural warranty. Our in-house Warranty Team is available after move-in.

## **Experience & Trust**

### **Q: *Why should I choose KRM?***

A: With years of local experience, a strong reputation, and a commitment to transparency, customization, and service, we make building your dream home enjoyable and stress-free.

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