



Customer Satisfaction *is our focus*

He's never had another job. His father has been in construction for over 50 years. In fact, Brian Lantz started working for his father in home building when he was just 10 years old! In 1988, Brian went out on his own, founding Homes By Brian, Inc. The secret to his longevity is simple. According to Brian, "Quality and personal touches pay off."

Based in Schererville, Homes By Brian built 10 homes last year in Northwest Indiana. That's a good pace for Lantz, whose quality reputation hinges on his personal involvement. Lantz's degrees in civil engineering technology and construction engineering are evident in the company's homes. For example, some builders simply dismiss cracks in garage floors, stating "concrete floors are just going to crack." But prior to pouring the garage slab, Lantz floods the gravel and sand base with a couple inches of water to aid in compaction, thus minimizing the likelihood of future cement cracking. He heats and dehumidifies his homes prior to drywall application to reduce the chance of drywall problems later on. In addition to both gluing and screwing the floors to eliminate squeaks, Lantz screws the subfloors along with screwing the walls down to the floor, further reducing the potential for squeaks.

Lantz's personal involvement extends to doing all his own client meetings, bidding, scheduling, and even the materials take-offs. He stakes his own houses and spends the day onsite each time a new homesite is being excavated to spot any soil issues. Throughout construction, Lantz visits each jobsite two to three times per day.

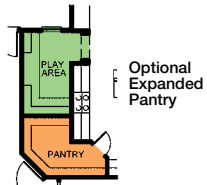
Lantz is also his customers' single point of contact, helping ensure clear and consistent communication. There is no other salesperson; he meets with all prospective buyers and clients in his home office. Customers aren't assigned to a foreman, either; Lantz personally works with each customer from beginning to end, even attending his own closings. He also works with his customers on modifying plans to get them the design that's "just right."

The Leinart as built by Homes By Brian, Inc.

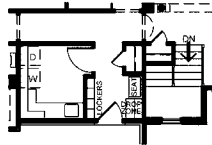
Lantz has built several homes from the Leinart plan, but never the same elevation twice!



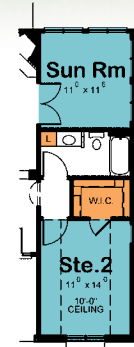
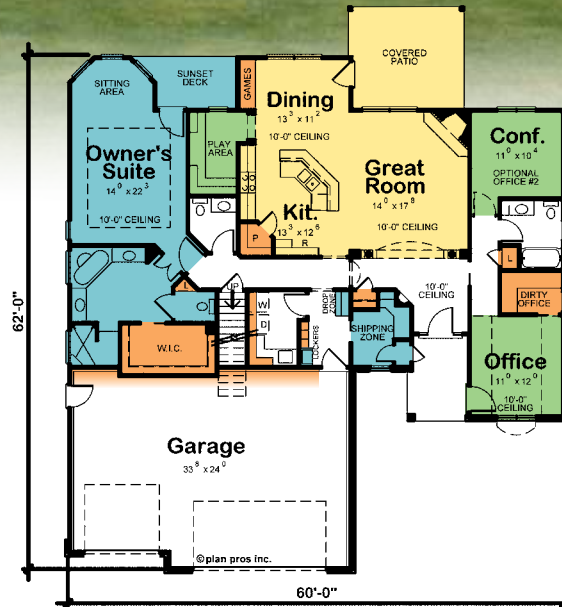
Leinart



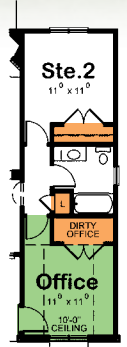
Optional Expanded Pantry



Optional Basement Stair Location



Alternate Layout 1



Alternate Layout 2



Leinart
#29336

walls 2"x4"
main level 9' high
foundation slab

2083 total sq. ft.

Homes By Brian, Inc. may offer many options that differ from Design Basics' original plan.



Unique finishes: A striped marble countertop with complimentary backsplash and fireplace surround set this kitchen apart! Barn doors allow the kitchen/eating area to be open to living space or closed off.



Raising the bar: The trend towards flush island countertop workspaces doesn't mean raised eating bars can't artistically be blended in!

Artist and craftsman, Lantz's signature touches are evident throughout the homes he builds, including stunning finishes, thoughtful amenities, and even creative storage. Lantz lives in one of his subdivisions among many of his customers-turned-neighbors and friends. And, he has even vacationed with some of his customers.

Not surprisingly, this high level of personal involvement has resulted in tremendous positive word-of-mouth, the #1 source of new customers for Homes By Brian. The company has never used traditional media advertising nor even been listed in the phone book. Rather, Lantz has always found that his yard signs are effective marketing and more recently, if he's had a spec home, he holds open houses in that home on Sunday afternoons to meet potential clients and answer all their questions. Lantz wrote his own website but conceded the company's Facebook outreach to his son.

Customers' personal experiences building with Lantz have resulted in 13 different clients whom he has had the pleasure of building two houses for. It often becomes a family affair as well. Lantz built four homes for one extended family and five homes for another. He has even built a couple homes for second generation customers – adult children whose parents first chose Homes By Brian for their new homes.

In an interesting parallel, numerous Homes By Brian's key subcontractors are second-generation, that took over family businesses from their fathers who worked with Lantz Builders, Brian's father's company.



Stylish and functional: This bar area combines a lighted display for ambiance with traditional cabinetry and built-in refrigeration. Being opposite the casual dining, it could also serve as a breakfast bar with corresponding storage.



Built-in amenities: While storage under stairs is a practical amenity, Lantz's built-in cubbies are simply inspiring. Imagine the decorating possibilities for the holidays!

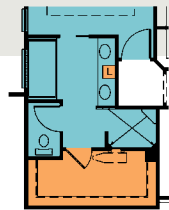


Elway
#29316

1826 total sq. ft.

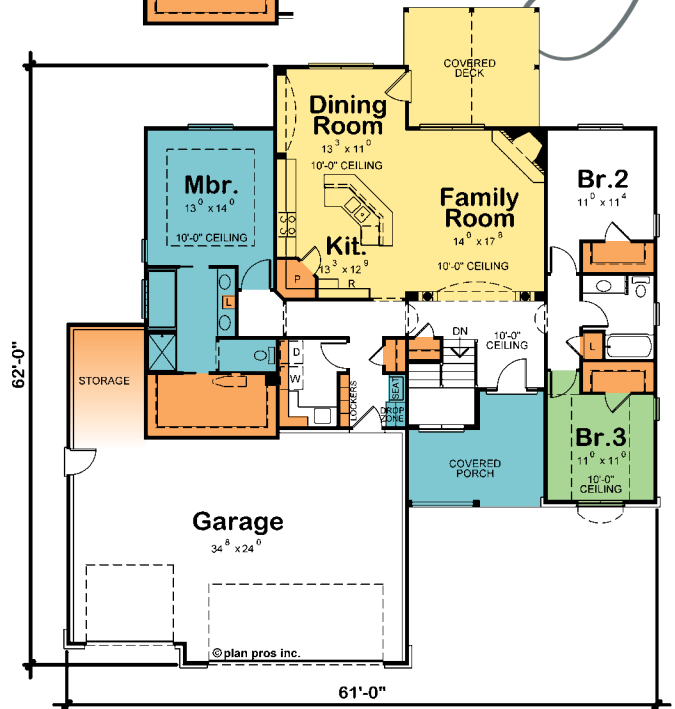
walls 2"x4"
main level 9' high
foundation basement

Homes By Brian, Inc. may offer many options that differ from Design Basics' original plan.



Optional Master Bath Layout

Elway



Loyal, long-term subcontractors are an important element of Homes By Brian's consistently high quality as are Lantz's main product suppliers, several of which are the same vendors he began with 30 years ago.

With 60%–70% of Homes By Brian's customers being empty nest baby boomers, often near or already retired, it's easy to understand the popularity of split-bedroom ranch style homes. And having more than 30 different plans from Design Basics in his portfolio, Lantz has found one-story designs such as the Elway, Leinart, Hawthorn, and Sinclair II attract today's buyers. True to form, Lantz has customized the homes inside and out, oftentimes so extensively that one would never guess two homes on the same street originated from the same plan.

Story-and-a-half floorplans, with the owner's suite on the main floor and secondary bedrooms upstairs, have also been popular. Lantz lives in a home he built from Design Basics' Edmonton plan, with stunning homes built from Design Basics' Winrock, Northland, Ashton, and Paterson plans nearby.



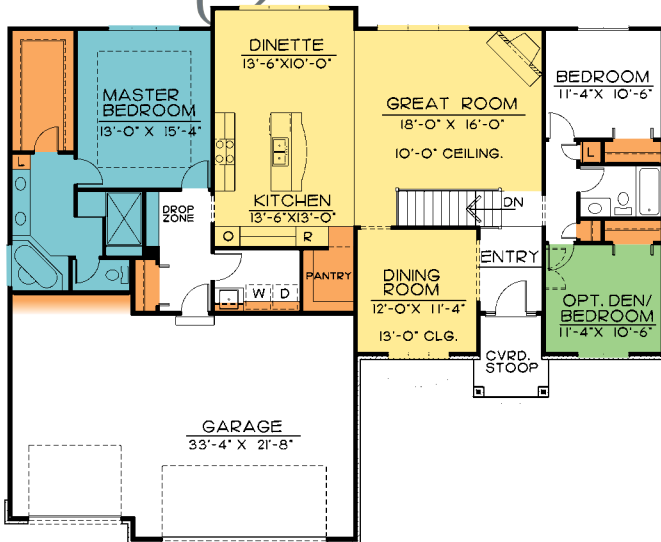
Hawthorn
#29219

1893 total sq. ft.

walls 2"x4"
main level 9' high
foundation basement

Homes By Brian, Inc. may offer many options that differ from Design Basics' original plan.

Hawthorn



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"I like working with Design Basics' plans! I know what to expect and can ballpark a price pretty easily. And I encourage my customers to look at Design Basics for plans for their new home," Lantz said.

Lantz has watched homebuyer preferences change throughout his building career. Fancy jetted tubs in the owner's bath were a hot item, then it was a nice soaking tub. Lantz comments, "Today it's bigger and bigger custom showers with no tub in the master bath. But I put a six-foot tub in the main bathroom that's also four-inches wider than normal," for those rare occasions when there's time for a soak.

Bigger walk-in (not "step-in") pantries are another hot button for Lantz's buyers, "One of my recent customers spent an extra \$1,000 just on special pantry shelving and running electric outlets into the pantry. Laundry rooms are getting bigger, too, and not open within the mudroom entry from the garage."



Northland
#2322

2169 Main | 898 Upper
3067 total sq. ft.

walls 2"x4"
main level 9' high
foundation basement

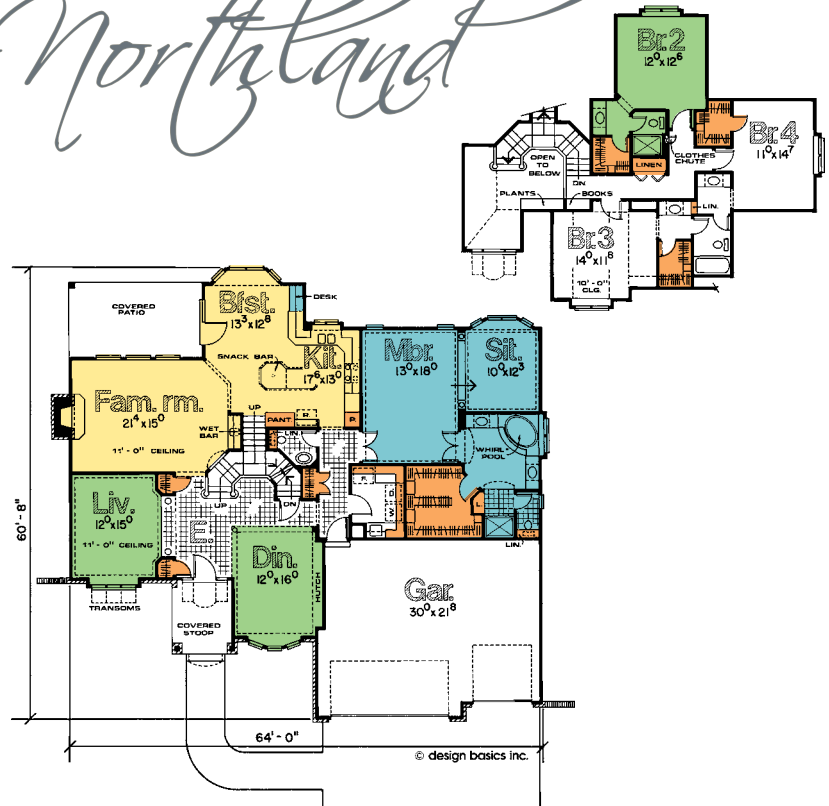
Homes By Brian, Inc. may offer many options that differ from Design Basics' original plan.

Northland

Open floorplan concepts continue to be in demand, which interestingly has meant no fireplace, "The last seven custom homes I've built, the customers have requested no fireplaces. Open concepts take out walls, and when there's just two walls, and one of those features lots of glass, there's only one wall for furniture. Having a fireplace in that wall would dictate the furniture placement, and people want flexibility in re-arranging their furniture."

In addition to building homes, many years ago both Lantz and his father, John, began developing ground for new neighborhoods. With the shortage of choice homesites available in his area today, acquiring and purchasing land, developing it, and getting all of the approvals for a new subdivision are among Lantz's greatest challenges.

Still, he just got final approvals for a new 38-home subdivision of half-acre lots. He expects the homes there to range from \$450,000 to \$700,000.





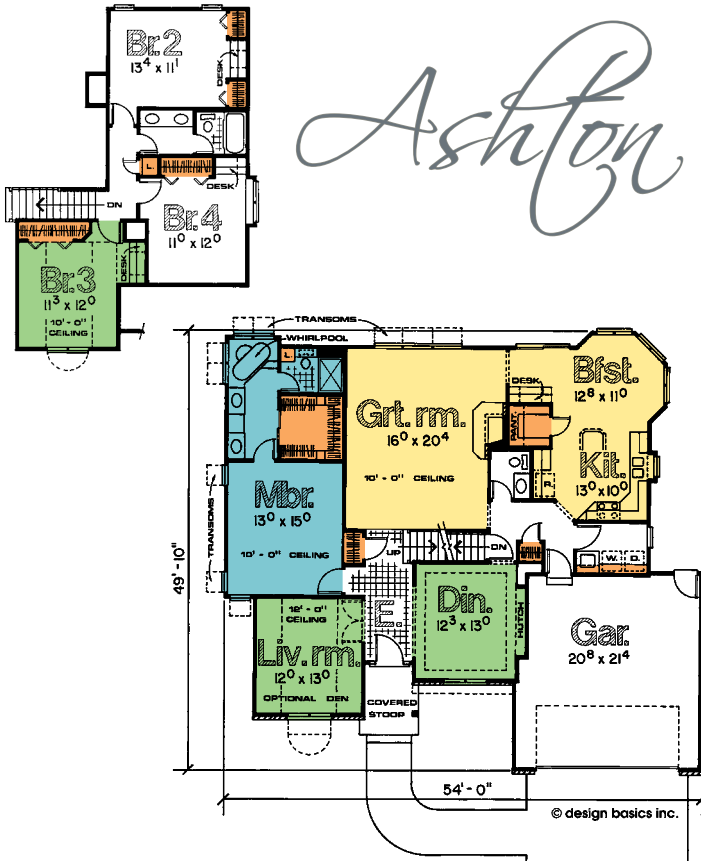
Ashton
#2203

walls 2"x4"
main level 8' high
foundation basement

1697 Main | 694 Upper
2391 total sq. ft.

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Ashton



And the entire process may actually have been easier for Lantz, who enjoys a great rapport with local townships because they've done beautiful subdivisions.

Some might consider Brian Lantz's approach to home building "old-school," doing so much of the work himself and making customer care his personal top-priority. But it's a business strategy that has paid off, evidenced by the fact that Homes By Brian stayed busy throughout the housing recession. "My job is to give my customers my dedication and the best house for their money – that's what they're paying me for," Lantz explained. His reputation is equally important, and not only because it's the source of his referral business. Though he's not retiring anytime soon, Lantz claims, "I want to go out on a high note!"



Brian Lantz, owner
Homes By Brian, Inc.
www.homesbybrianinc.com
Facebook: @Homes By Brian Inc.

The art of homebuilding:
Brian Lantz personally designed and built this pantry door!