

Builders
United

COME BUILD WITH US

The Spirit of BU

***“Without the power of the Individual, none of this is possible.
Yet WITHIN the power of the Individual, anything is possible.”***

~ Kallen Kildea~

Like any successful enterprise, Builders United knows that it all starts and ends with our people. The BU symbol reminds us that we are in the people business. The very foundation of our company is built on the character, strengths and passion of each of our individuals. Together we are at our strongest only when we can each be ourselves, feel open to share our personal knowledge, skills and abilities and have the trust, respect and opportunity in a team environment to harness our very best: “Be you, and be the very best version of you” is the spirit at the very core of who we are.



BU

#1

WHY BUILDERS UNITED

MISSION

WE ARE A TEAM OF PROFESSIONAL
BUILDERS DEDICATED
TO CREATING AN EXCEPTIONAL WIN/WIN EXPERIENCE.

VISION

"BRINGING MASTERY
BACK TO THE CRAFT"



The goal of any career (yours included, we hope!) should be to do great work with great people, and anything less is a waste of precious time. Our vision of "Bringing Mastery Back to the Craft" defines the standard of excellence in our work, driven by a deep passion for continuous improvement. Our mission proclaiming that "We are a team of professional builders dedicated to creating an exceptional Win/Win experience" reminds us what it means to conduct ourselves with passion, professionalism, and purpose to make a difference in the hearts and minds of those we touch.



CORE VALUES

B

BOLD

We step to the forefront and display confidence in the face of challenges, opportunities and tasks.

U

UNIQUE

We strive to set ourselves apart from the competition in valuable ways.

I

INTEGRITY

We are grounded in a firm understanding that strong moral principles guide our business decisions.

L

LOYALTY

We value long-term relationships and follow through on our commitments.

D

DEPENDABILITY

We are committed to providing consistent, quality and reliable services and products to customers past, present and future.

E

EDUCATION

We understand that continued education provides us with an edge in technology, quality and efficiency.

R

RESPECT

We have and display deep respect for ourselves, our clients, our team and our profession.

S

SYNERGY

We harness the multiplying power of information, technology and teamwork to accomplish more with less.

U

UNDERSTANDING

We seek to understand first, then to be understood.

N

NEATNESS

True value is found in the details and a clean finished presentation allows our quality of work to shine through.

I

INGENUITY

We use experience, available information and teamwork to invent solutions to problems as they arise on the fly and away from home base.

T

TRANSPARENCY

We understand an open and honest approach to communication, systems and methods is the best path to achieve our common goals.

E

EXCELLENCE

We strive for the ultimate quality and customer service in our pursuit of "WOWING" the customer.

D

DIVERSITY

We welcome a broad range of background and experiences with an understanding that a more diverse team is better able to handle challenges.

This difference begins with our Core Values—14 time-tested principles that not only spell out our name, but more importantly, serve as a compass guiding us through everyday challenges and opportunities. As we seek to do business with people that we know, like, and trust, these core values form a set of rules outlining what we expect of our team members, clients, subcontractor partnerships, and most importantly, what we must expect of ourselves. We are committed to hiring, promoting and firing based on alignment with these core values to ensure we hold the bar for our team.

BU

WHY BUILDERS UNITED



RELATIONSHIPS ARE EVERYTHING

Builders United is a team of trained, certified and experienced personnel with a company history since 2009. Our Client Satisfaction scores put us in the top 15th percentile in our industry.

- Award Winning Contracting Firm
- Fully Bonded and Insured
- OSHA Certified Staff
- D&B Rated
- Unlimited Contractor License Limits
- Safety MOD Rating: 66
- Zero State Contractor's Board Complaints
- One-Year Warranty Workmanship

VALUE IN THE DETAILS

Builders United provides anytime/anywhere document access to SharePoint Cloud document storage and 24/7 Time-lapse on site project photography.

YOU GET TRANSPARENCY WITH:

- Daily Written Field Reports & Photographs
- Comprehensive & Detailed Estimates, Budgets & Reports
- Weekly Interpersonal Owner & Subcontractor Meetings
- Weekly Budget/Schedule Updates

BUSINESS INTELLIGENCE INSIGHT

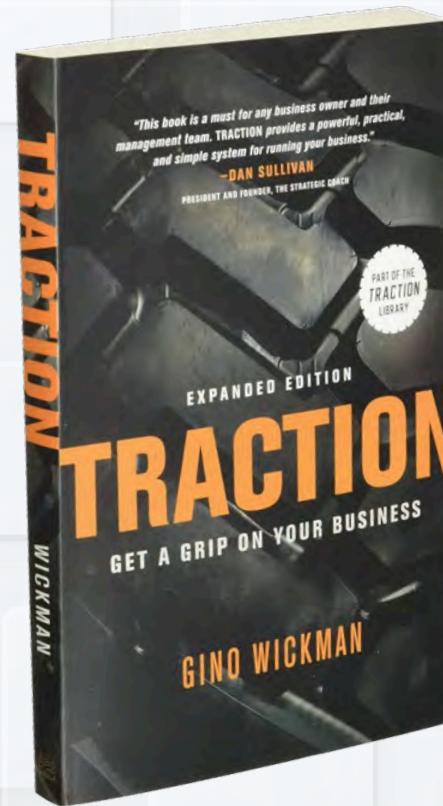
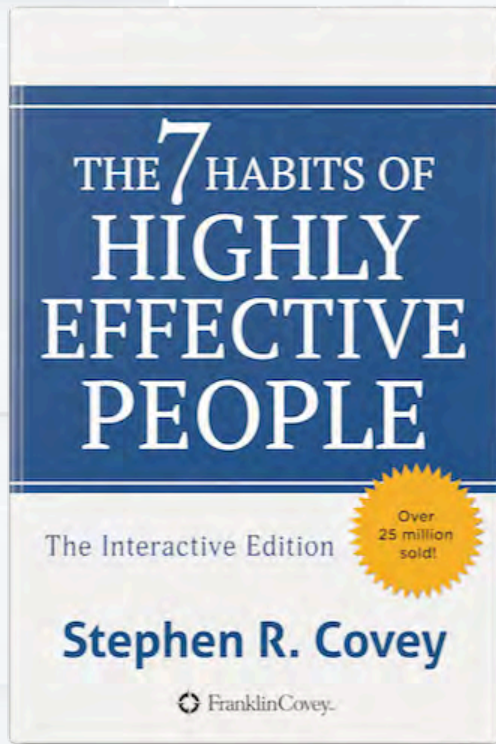
Builders United provides market research through our quarterly construction cost reports. We have a dedicated team that analyzes industry trends keeping you updated on current building costs. Our business is backed by a framework of software that provides long term support and scalability driven by results.

DO THE RIGHT THING

Builders United is driven by our vision for the long term and our mission to create an exceptional client experience through a mutually beneficial "Win/Win or No Deal" approach. Our team is guided by our 14 core values that keep us accountable to offering the best quality and service. In the end, we stay true to our commitment to do what we say.

When someone asks us "Why BU?" We've identified 3 things that we believe set us apart from our competition, and we call these our 3 Uniques. The first is that Relationships are Everything, because without these connections nothing in our business would happen. Second is that the Value is in the Details, it is why you hire a Professional General Contracting Firm in the first place, and it is the job we are here to do. We must understand the job completely and have every bit of it under control. Finally, at the end of the day no matter what happens we must Do the Right Thing, simply because it's the right thing to do.





Builders United is all about our people, and an effective team is built on a foundation of qualities that propel us upwards to the heights of success together. Our dedication to Education, Ingenuity and Understanding are evidenced by our focus on a framework for continuous improvement. We read and revisit these books quarterly, cycling through them every year to reinforce and enhance our practices and principles.

The 7 Habits - Emphasize personal and professional effectiveness through principles of fairness, integrity, and human dignity.

Extreme Ownership - Take full responsibility for decisions and actions which is crucial for effective leadership and team success.

Traction - Implement "EOS Operating Systems" to drive business clarity, discipline, and sustainable growth.

GGOB - Promote open-book management to engage employees in driving business success through transparency and shared financial understanding.



BU PRINCIPLES

1ST: THINKING

We prioritize thoughtful action by considering ethical, logical, and strategic implications.
We seek newer, smarter approaches aligned with our company values.
Our focus is on being proactive thinkers, problem solvers, and strategists.

2ND: PURSUIT OF THE EXPONENTIALLY EXCELLENT EXPERIENCE:

Each sector of our business aims to offer a unique value proposition, surpassing our competition.
We continually strive to exceed expectations, providing an unmatched experience.
Self-evaluation leads to Win/Win opportunities, adding value for clients and strengthening our business.

3RD: UNDERSTANDING THE CYCLE OF BUSINESS:

Leaders prioritize serving, supporting, and developing the team.
Trust through verification fosters accountability and respect.
Clients are partners, and each successful project serves to strengthen these relationships.

4TH: SYSTEMATIZE THE PROCESS, HUMANIZE THE EXCEPTION:

We establish systematic frameworks while acknowledging the importance of individualized approaches.
Freedom and responsibility are balanced, respecting both people and processes.
Documenting essential steps in a simple high-level approach frees up our people to creatively solve problems.

5TH: NURTURE THE CORE:

Our core business, people, processes, and clients are paramount to our success.
We prioritize maintaining the health of our core while pursuing new opportunities.
Balancing responsibilities ensures a well-rounded approach, managing risks effectively.

We are in the "infinite game" of business where we find unlimited possibilities, but also unlimited perils. So, we've outlined 5 "tried and true" principles that guide us through the decisions we make each day. We are all imperfect individuals using our best judgement within a framework of processes, rules and tools in an effort to create successful outcomes for all those that we work with. It starts with thinking before we act, and ends with taking care of business. When we do the job well, it serves our business and our people to create long term Win-Win relationships that are the foundation of our success.



**5**

DYSFUNCTIONS OF A TEAM

**FAILURE TO
COMMUNICATE**

**LACK OF
SHARED GOALS**

GOSSIP

**UNRESOLVED
DISAGREEMENTS**

**SANCTIONED
INCOMPETENCE**

Unfortunately, in the “infinite game” of business there are no defined rules, and so we must defend our house against the elements, both known and unknown. There are 5 enemies that can and will destroy any team if we let them in. They are: Lack of Shared Goals, Failure to Communicate, Gossip, Unresolved Disagreements and Sanctioned Incompetence. Like the farmer constantly tending to his crops, we must keep a diligent and careful watch and weed these out quickly and constantly, before they take deep root.

BU

BU COMMITMENT

B the best U can be. It's at the heart of everything we do.

Our company is about uniting professionals with the purpose of building the absolute best projects for our clients, each and every time. We believe in being a team that has our client's best interest in mind, we believe our clients should always know the progress of their project, and it is our duty to deliver an experience that surpasses expectations.

There lives a saying that goes "May the size of your life be measured by how long you live on in the hearts and minds of those you touch." Our life and our work is all about the people we create experiences and memories with. The greater the experiences, the deeper the connections, the richer we come from it. The goal of any career should be to do great work with great people, and anything less is a waste of precious time.

In commercial development the complexity of construction projects can be never-ending and the idea of building something that will outlast us leaves a sense of contribution. In an industry plagued with unsatisfied, overworked, under-appreciated people, along with bosses whose egos are only outsized by their name on the front of the building, Builders United is determined to make a real difference, not just in the building of buildings, but in the building of relationships.

Our culture empowers respect, open communication, and transparency to create highly effective teamwork, collaboration, and trust.

"Without the individual, nothing is possible, yet within the individual, anything is possible." We believe this because we see it every day in the results achieved for clients. Consistent execution is the key that brings our clients back again and again. The secret is simple: "Do what you say you are going to do." Because of this, there is no end to what the team at Builders United can accomplish. It is a never-ending goal that is both challenging and rewarding.

BU understands the importance of staying on schedule and on budget while delivering the highest quality, so we begin each day with the goal of creating a place where people can be the very best versions of themselves. "**Leave our egos at the door** and come with proactive solutions. **Get the Job Done. No Excuses!**" This is the only way we operate.

Our vision, mission, core values, principles and 3 Uniques are all the recipe for what we call the BU commitment. This is a document you will sign when you graduate from your 90-day onboarding with us. We invested a lot into this. At the core of it is the personal commitment to **B the best U can be**, to serve our customers well by keeping their best interest and the success of their project in mind. To do what you say you are going to do. To be professional, transparent and respectful in order to build a highly effective team based on collaboration and trust. Finally, to "**Leave our egos at the door and come with proactive solutions. Get the Job Done. No Excuses!**" It is the only way we operate, and it is **WHY** we do what we do.





BU

#2 WHERE WE ARE HEADED

TEN

YEAR GOAL

10
YEARS

10
OFFICES

10
FIGURES



As a company, we have set our sights on our 10-year plan to build a business that achieves nationwide reach, through local professional expertise, doing award-winning business. It defines the expansion goals and growth milestones that we feel are the “measure of proof” of a great team doing great business. It is important to us that we win; it is important to us that we grow; and it is important to us that we develop strong relationships for the journey ahead. As you read this, ask yourself what your own career plan is, and does it align with ours here at BU? Are you ready to be the “local professional expert” we need, and are you committed to “award-winning business”?



GEOGRAPHIC PLAN

SERVICE AREAS

A brief overview of where we are actively working with clients to pursue projects.



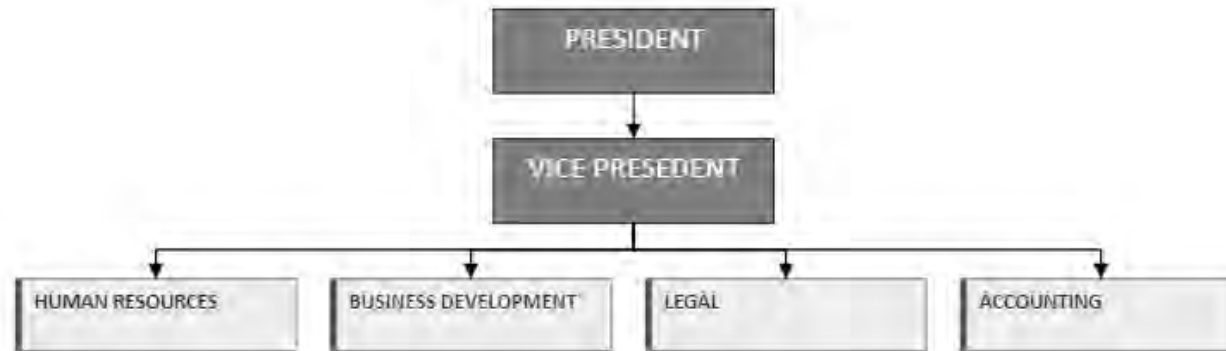
We are currently licensed in several states with a focus on setting deep roots across the regional southwest. We find synergies in pursuing large professional clients with regional business and use our expertise and reach to cover those areas where they need us most in order to execute their projects well.

Travel is a regular part of our business, building relationships, exploring opportunities, and expanding our team and bandwidth to conduct our work wherever good opportunities may take us.

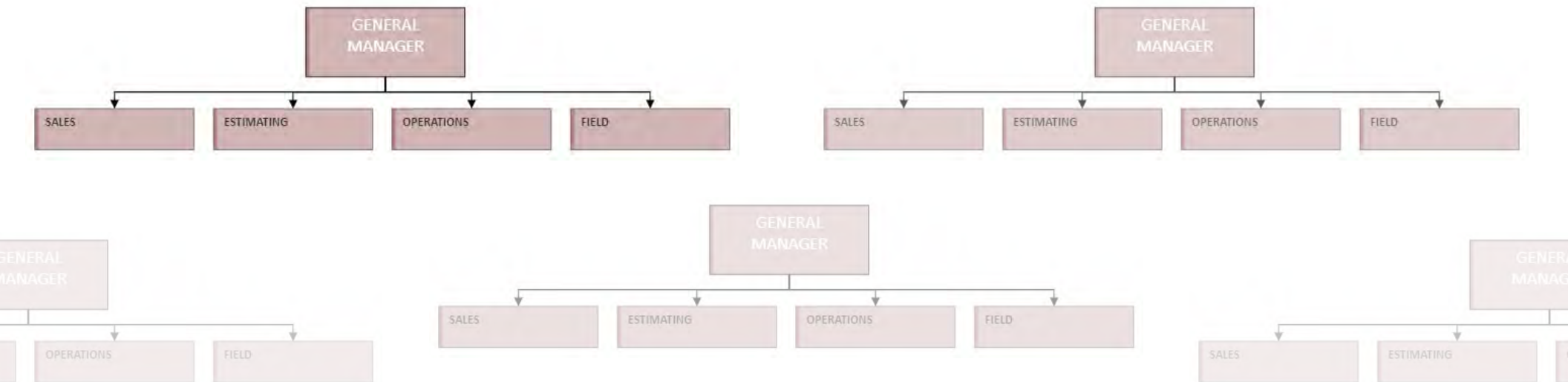


OUR ORGANIZATION

CORPORATE OFFICE



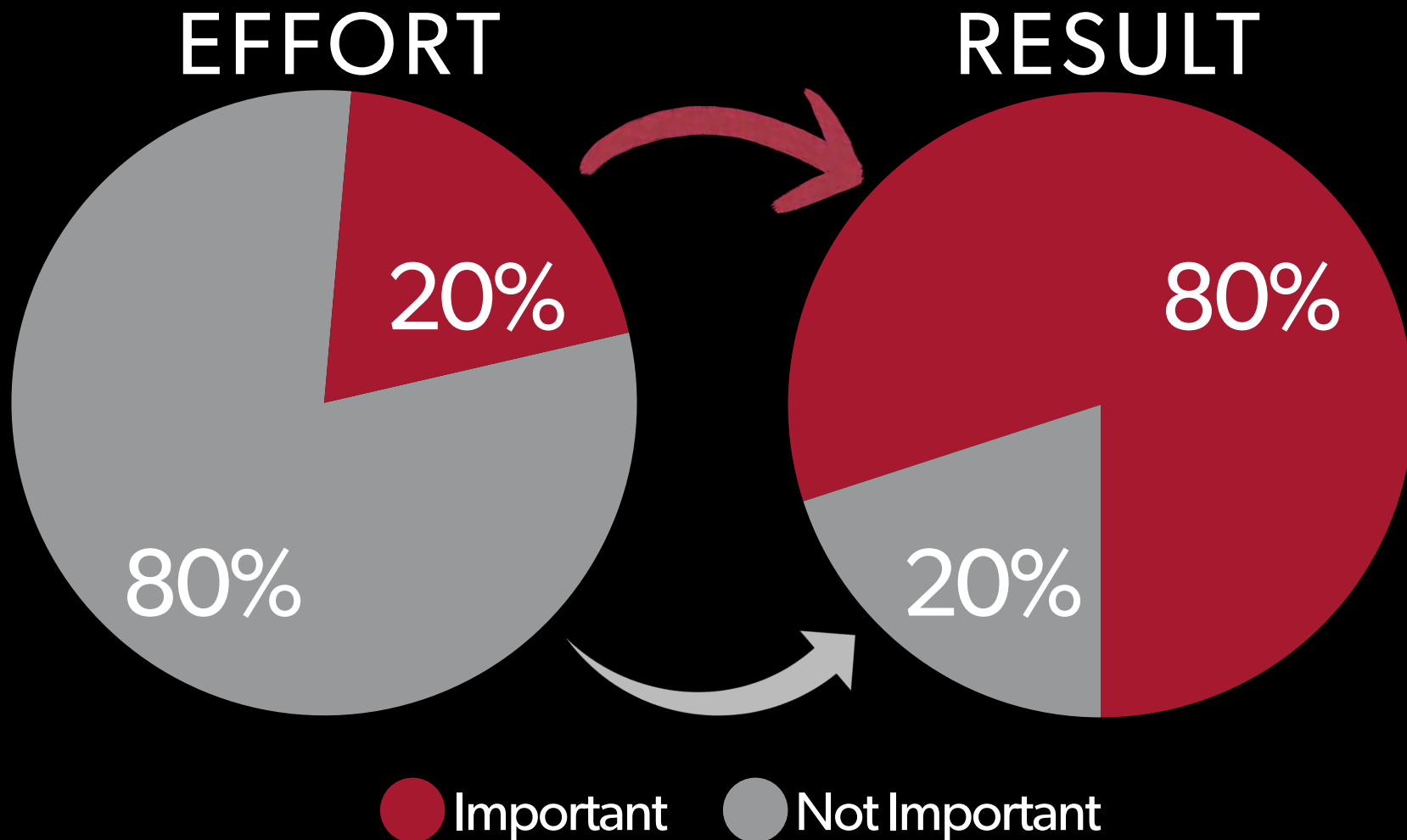
REGIONAL OFFICES



The national reach we are developing is born from our corporate office in Las Vegas. Each additional office has local and regional influence based on an organizational structure that remains flat for speed, empowers frontline individuals to take responsibility and to take action, requires individual accountability and team effort, and provides a clear chain of command when issues arise. It is our blueprint for success providing layers of structure and guidance for all of our offices, departments, and individuals.

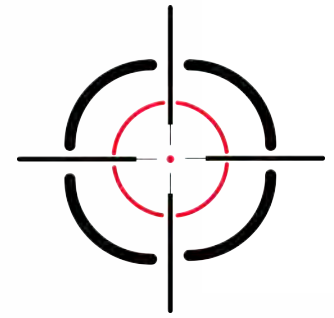


PARETO'S PRINCIPLE



Pareto's Principle says that 20% of your efforts will produce 80% of your results, and so we've defined "Target 80 Clients" as those key clients who have the business and "know how" to allow our own business to grow to the next level. Consistent execution requires keen focus on what matters most. Saying "No" isn't always easy, but a professional team that is great at what they do knows how to stay focused on the right clients with the right projects, and works intentionally to serve those select clients well.

FOCUS 4 SECTORS



We apply a similar lens to the types of projects we go after, and we call these our Focus4 Target Market Sectors. We understand that a “Jack of all Trades” is also a “Master of None,” so we scan the market through a set of clearly defined filters that help us discover the right clients and develop our plan to deliver them the right projects. Target 80 Clients search for professional contracting firms with a proven track record and deep experience in their type of work. By focusing on these select sectors, we are able to concentrate our efforts while pursuing a diverse range of project types.





TOOLS OF THE TRADE



We are a Professional General Contracting Firm, not a construction company. We've built our reputation on doing good, honest business and viewing our clients and subcontractors as long-term partners. We understand that the true value of our service lies in the details, which is why it's our responsibility to know the project inside and out. This enables us to fulfill our commitments and ensure the job gets done right. We are not tradesmen; the tools of our trade are knowledge of the industry, brainpower to solve problems (if problems didn't exist, none of us would have jobs!), and understanding the scope of work better than anyone. Our ability to fully negotiate and contract those commitments to execute completely and efficiently is what defines us as a Professional General Contracting firm.



LEADERSHIP DEFINED

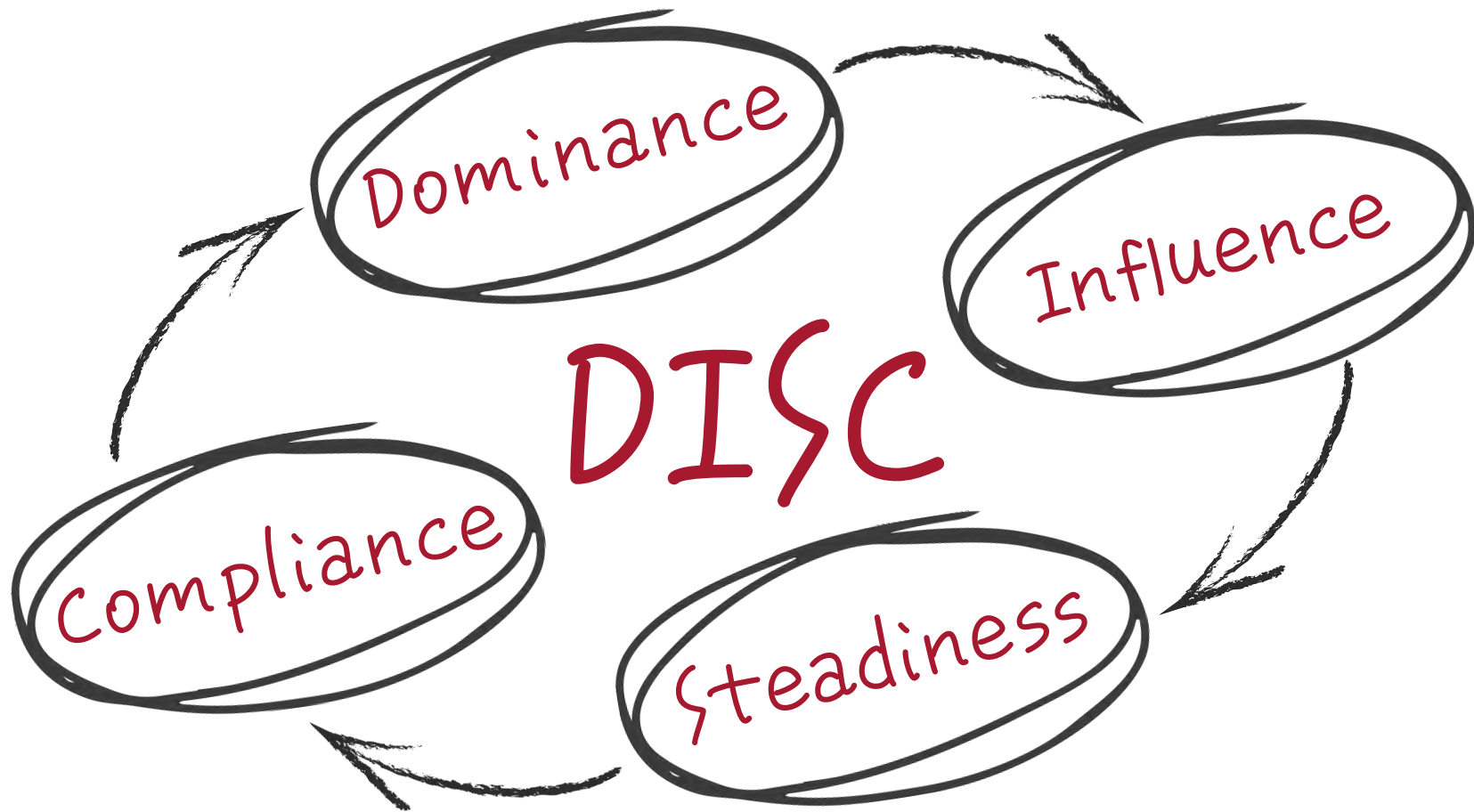
1. VISION
2. POSITIVE MOTIVATION
3. SERVICE TO OTHERS
4. EMPATHY
5. CREATIVE ENVIRONMENT
6. EXCELLENCE
7. PROBLEM SOLVING
8. TEAM BUILDING
9. RISK TAKING
10. CONSTANT IMPROVEMENT



To stay flat, strong and nimble, we empower leaders at every level and look for leadership from every individual, because everyone on our team is an expert at something. We find power in our common goals, and depth in our differences. We leverage our team in every situation because when we combine our Diversity with Synergy, the expertise of our individuals becomes the expertise of our team.



GET IT. WANT IT. CAPACITY TO DO IT!



We are all human, and assessment tools like DISC help us find the best people for our business, put those people in the best positions, and provide insight and guidance on how we can all communicate and work better together. Ultimately, we are here to do great work with a team of great people. The bonds we build ultimately define our team, and we are only as strong as our weakest link, so each individual on the BU Crew must Get It, Want It, and have the Capacity To Do It. This is the recipe for our collective success.

THE EVOLUTION OF SUCCESS

1. PROACTIVE ATTITUDE
2. PUNCTUAL ATTENDANCE
3. ENGAGED EXECUTION
4. SAFE PRACTICE
5. QUALITY PRODUCT
6. TIMELY EXECUTION
7. SATISFYING RESULTS
8. SYNERGISTIC GROWTH
9. GOING THE EXTRA MILE

The Evolution of Success is our roadmap for ensuring each team member finds the “Right Seat on the Bus,” empowering them to excel in their role while providing a clear path for growth and promotion, wherever that journey may lead. This is not a place to come and punch a clock for a weekly check. We are here to get great work done. When the doors open and the lights come on it is “Showtime”; our one opportunity to prove our value and demonstrate why we were hired in the first place, and why we should be hired again and again.





is our educational and advancement program, offering paid apprenticeships, tuition reimbursement, and a promote-from-within culture for career growth.



is our community outreach program where Builders United supports local charities monthly, organizes quarterly team-building events, and actively engages in our communities to foster lasting relationships and make a meaningful impact.



is our industry impact program dedicated to connection and innovation through networking, leadership roles, and active involvement in associations, promoting the safety, well-being, and future potential of construction professionals and companies.

Character, Strength and Passion: 3 words that best define our people. BuildU, BUnited, and BuildUnited: 3 company programs that best define our culture. These programs are led by committees with a focus on Culture, Safety, Networking, and Continuing Education and define our initiatives, outside of our regular work, to develop our team members, engage with our circle of influence inside of our industry, and to make a lasting impact on the communities that we call home.





BU

#4 HOW WE GET THERE



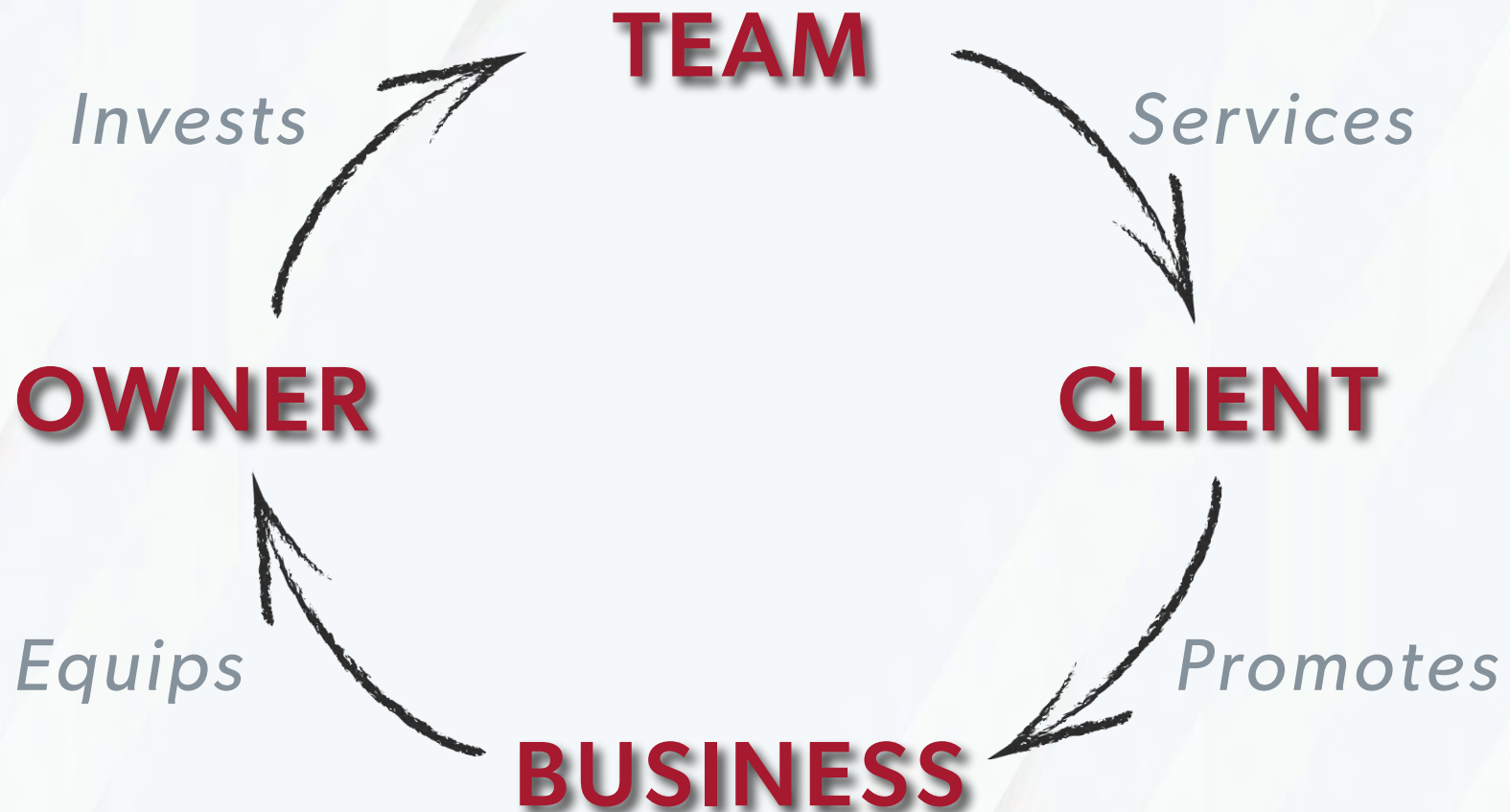
Creating an Exponentially Excellent Experience



Triple X is a philosophy derived from our founder. The goal is to create an “Exponentially Excellent Experience” for everyone we come in contact with. The idea is simple: A 5 star rating simply isn’t good enough. We should aim to consistently excel in three key areas that go beyond what our competitors can deliver, creating a meaningful and lasting impact on both our clients and our projects. When we do that well, we have set ourselves apart from our competition in immeasurable ways.

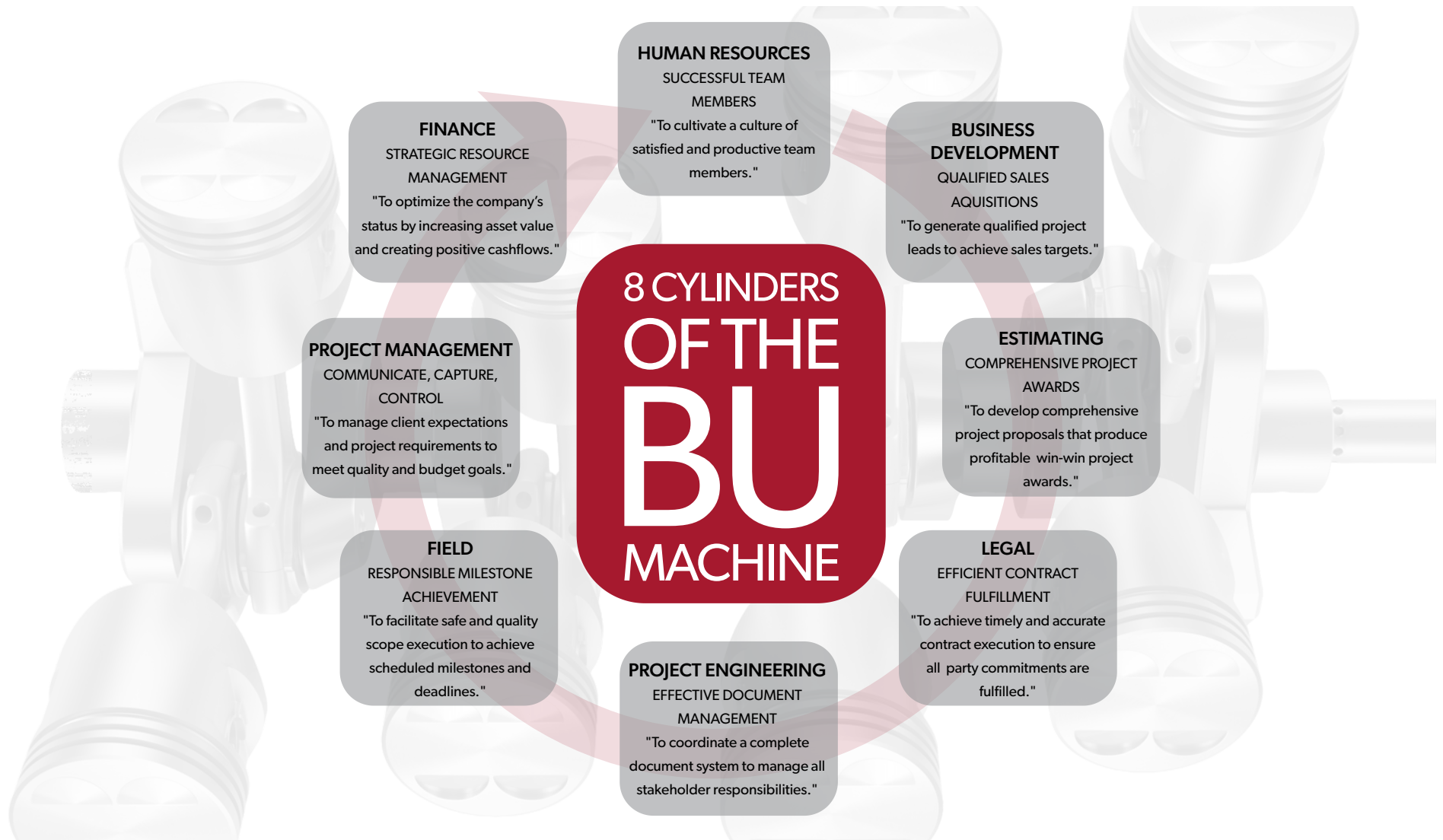


THE BUSINESS CYCLE



The Cycle of Business starts with our Team, and a strong understanding of what powers us forward. A positive and engaging team doing great work performs well and satisfies our Customers. Those customers pay well, put out the "good word" and bring in more Business. That good profitable business in turn provides the resources that Owners need to further build the business and invest in the team. And so, the Business Cycle continues indefinitely...

DRIVING THE 8-CYLINDERS OF SUCCESS: DEPARTMENTAL GOALS & OBJECTIVES



8 cylinders, which represent the 8 main departments in our company, make up the BU machine that IS our business. Each opportunity that we encounter has the potential to turn into strong results. The objective of each of these departments is to fully execute on its individual responsibilities in a way that sets up the next department to also do their job well so that collectively we propel our business forward.



BU METHOD

DISCOVERY

1. UNDERSTAND THE CLIENT

Identify the expectations, goals, risks and priorities around quality, schedule and budget.

2. DEFINE THE NEEDS

Outline the scope of work requirements and individual stakeholder's roles and responsibilities.

3. ENGAGE THE TEAM

Assemble a ready, willing and able team of design and construction professionals.

DEVELOPMENT

4. PLAN COURSE OF ACTION

Set forth a project management plan to design, detail and document the activities, sequencing and production objectives.

5. MAXIMIZE THE VALUE

Evaluate the costs, risks and value management opportunities while providing optional response plans.

6. COMMIT THE AGREEMENTS

Assign all required resources through written engagements, negotiations, procurement and scheduling.

DELIVERY

7. EXECUTE WITH CONSISTENCY

Accomplish the construction quality, schedule and budget expectations by aligning the strategy with the goals.

8. MANAGE RESPONSIBILITIES

Direct the resources, risks, communication and documentation to produce results. Track and control costs, changes and all stakeholder expectations.

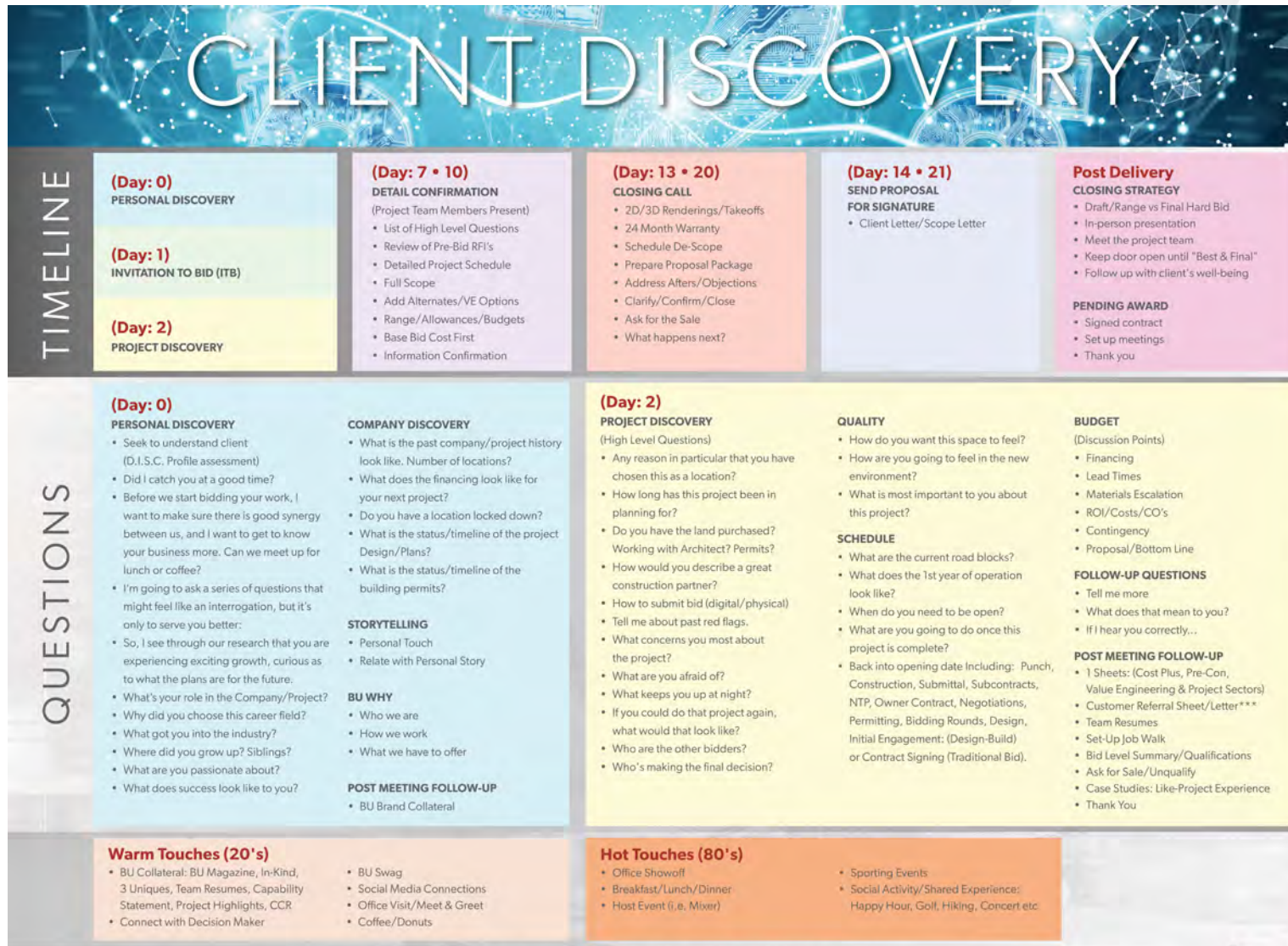
9. SUPPORT AND REVIEW

Complete the closeout, turnover, occupancy, maintenance and warranty of the project. Measure and review the end results and plan for future improvements.

The BU Method is a 3-part process we use throughout our business: internally, with our trade partners and with our clients. It defines 3 key stages of any endeavor: Discovery, Development, and Delivery. Laying out 9 critical steps we use as a checklist to lead us through to effective solutions. It takes teamwork, commitment and full transparency, but when we follow the process, we achieve the results.



CLIENT PARTNERS



Strong business relationships start with strong client discovery. We desire to do business with people that we know, like, and trust, and to do business with people who believe what we believe. People don't generally "care how much you know" until they "know how much you care", and so we seek to understand the client first so we can truly serve the root of their "Why".



TRADE PARTNERS



SUBCONTRACTOR DISCOVERY

DISCOVERY

Warm (All)

- Why BU? Personal Touch with Personal Story
- Social Media Connections
 - Sharing BU Posts
- Magazine/Capability Statement/Swag
- Similar Projects Experience Showcase
- Recognition and Awards
- Office Visit – Meet and Greet
- Connect with Key Influencer
- Coffee/Donuts

Hot (80s)

- BU Office Showoff
- Breakfast/Lunch/Dinner
- Host Event (i.e. Mixers)
- Sporting Event: VGK, Raiders
- Social Activity/Shared Experience: Happy Hour, Golf, Hiking, Concert etc
- Pre Qualify/MSA List

**** INVITATION TO BID ****

DEVELOPMENT

- Inform whether Preferred Status (Based on Round 1, 2 & 3 Invites)
- Job Walk
- Who are the other bidders?
- How to deliver proposal? (Digital/Physical/In-Person)
- Bid Level Summary/Qualification
- De-scope/Team Intro
- Scope Letter
- Unqualify*
- Based Bid Cost First

***** BID DUE *****

DELIVERY

Post Delivery

- Draft/Range vs. Final Hard Bid
- Follow Up with Client's Well-Being & Success
- In-Person Presentation, Meet the Project Team
- Keep Door Open Until "Best and Final"

Pending Award

- Schedule Meetings
- Post Bid Results Email
- Holidays, Anniversary & Thank You Cards

**** AWARDED JOB ****

That same discovery holds true with our trade partners. Proper subcontractor and vendor discovery helps us to better understand their goals, their challenges, and how they work so that we can all work better together under a true Win-Win philosophy that grows long-term business relationships and raises us together to new heights.



“

LIVE THE LIFE THAT YOU'VE ALWAYS DREAMED OF.
BE FEARLESS IN THE FACE OF ADVERSITY.
NEVER STOP LEARNING.
USE YOUR IMAGINATION WHENEVER POSSIBLE.
RECOGNIZE THE BEAUTY THAT SURROUNDS YOU.
REMEMBER WHERE YOU CAME FROM,
**BUT NEVER LOSE SIGHT OF
WHERE YOU ARE GOING.**

”

Finally, there lives a saying that goes “May the size of your life be measured by how long you live on in the hearts and minds of those you touch.”

Our life and our work is all about the people we create experiences and memories with. The greater the experience, the deeper the connections, the richer we come from it.

And so, we want to remind ourselves to: “Live the life you’ve always dreamed of. Be fearless in the face of adversity. Never stop learning. Use your imagination whenever possible. Recognize the beauty that surrounds you. Remember where you came from, but never lose sight of where you’re going.”

BU

COME BUILD WITH US



If what you have read here today speaks to who you are, and what you hope to build in your own life and work, then we eagerly invite you to...

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