

ABS HAPPENINGS

Issue 3—5.18.15



Guillermo Torres, Little Venice Paradise, Inc. Marathon, FL

Imagine — 3 at a timelll

**Square Feet H/C - 1,040
Square Feet Porch - 52**

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Building Systems

Guillermo Torres is the owner of multiple businesses in South East Florida. Mr. Torres has been doing business with Affinity for five years and already has plans in the works for his next house.

Business in the Keys is brisk right now, but the builders there face some unusual challenges with labor, subs, etc. Mr. Torres has pushed through this challenge and puts up a great house, finished to perfection. Some are pre-sold and some are spec. But typically his spec homes end up being sold before he has a chance to finish them. Mr. Torres also capitalizes on time and materials by doing multiple homes at one time.

New Series Introduced By Affinity

CAPSTONE Series: This is the top of the line Affinity product aimed at that segment of the market for which money is not the primary motivation. This segment of the market wants the best of everything and the Capstone series, with its extensive list of standard specifications, is a solid fit for this market niche. No other competitor comes close to matching the standard specifications in our Capstone series. The only negative to the Capstone Series is that only the top end of the market can afford all of the bells and whistles currently packaged into this product. Even those that can afford to buy whatever they desire may not be willing to pay for items they feel are un-necessary in their specific situation.

FREEDOM Series: To be more flexible and to broaden our market reach, and that of our builders, we created the Freedom series. While most of the superior construction features remain the same as the Capstone series, we removed or reduced some of the Capstone standard specifications in order to start at a much lower price point. However, every item that was removed or reduced can be added back in at the customer's request. In this manner the customer has the "freedom" to choose those items that are important to them and leave out items that have no value in their situation. As a general rule of thumb, the price of a Freedom series home will be anywhere from four to eight thousand dollars less in base price depending on the size of the home. The higher the square footage the higher the potential savings.

For the full details on the differences between Capstone and Freedom specifications contact your Affinity sales representative.



Affinity "DIDJANO"

"Didjano" that Affinity uses brass fittings in the water supply lines instead of the plastic fittings used by our competitors?

Each of these brass fittings costs approximately 80% more than its plastic counterpart. The brass fitting is less susceptible to breakage or pinholes that can lead to costly and frustrating water leaks. While not a huge cost factor in the overall cost of a home, it is just one small part of what makes an Affinity home a superior value.

Another Affinity "DIDJANO"

"Didjano" that Affinity installs 7/16" OSB behind the exterior siding on all exterior walls as well as behind the drywall on the center mating walls as part of our standard specifications in both the Capstone and the Freedom series?

This adds substantial strength and rigidity to each section of our homes enabling us to ship a home long distances with very minor drywall cracking. This reduces expense and time for our builders in completing an Affinity home in the field. While this is an added cost in the upfront cost of the home it is an overall savings to the finished product.

Tankless Water Heaters: More than dollars and cents



Tankless water heaters seem to be all the rage these days. Now especially since our government has entered into a new round of regulations for the water heater industry, prices of tank type water heaters have risen 40%. Previous tankless water heater choices had some pretty hefty price tags. But as in any industry, advances are made in technology and production and eventually prices come down. Tankless water heaters may now be a bargain compared to the tank type heater.

Whether you use electric or gas, is a tankless water heater all that it is cracked up to be? Here is an article that you and your customers may want to read before making that final decision.

<http://www.angieslist.com/articles/tankless-water-heaters-don-t-expect-save-big.htm>

(copy and paste into your browser)



Do you need a small 2 story? Here is a perfect little plan for your small lot.

The overall footprint of this home is 24x34. A very compact design, yet functional with 3 bedrooms, 2 1/2 baths.

With a standard covered front porch, this home has lots of curb appeal.

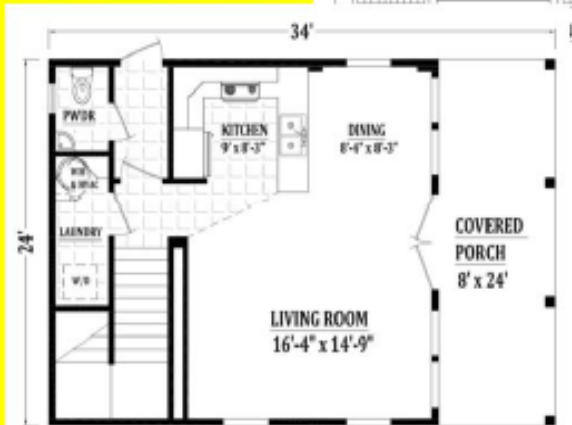
The nice thing about this plan is that it will fit just about any location. It is perfect for In-fill lots where lots are narrow and have set back requirements. It would make a great coastal design on elevated pylons, or even a low-country setting where there is room to grow.

We have many custom drawn plans. Take advantage of our library the next time you have a customer that can't find quite what they want.



The Red Fish - 1444 SF Heated & Cooled

Blue Mountain Beach, FL One of 8 homes that were built by Mr. Jeff Johnston in the panhandle of Florida.



RED FISH (1st LEVEL)

1444 SQ FT HEATED/COOLED
1632 SQ FT UNDER ROOF



RED FISH (2nd LEVEL)

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DreamClick Pro

Those of you that have received our new décor boards may have noticed a new material on the board. DreamClick Pro!

DreamClick Pro combines extra high durability with a variety of designs to choose from, suited for both residential and commercial use. From fashionable shops, to hotel rooms, to the comfort of your own living room.

DreamClick is a quiet floor; it absorbs noise and gives off a soft sound when walked on. DreamClick also feels warm and makes you feel like walking on a real wooden floor.

It is resistant to dampness or water spillages. No swelling, warping or rotting of the vinyl or HIPS frame. No lifting or curling on damp floors.

DreamClick requires very little maintenance, just use a brush or vacuum cleaner or you can even clean your floor with a wet mop and standard cleaning products.

The stronger joints give a greater resistance to heavy traffic and rolling loads.

A versatile flooring option for all areas of the home. If your customer wants the look without the expense and the maintenance consider DreamClick Pro. Cost runs \$3.86 per SF installed in place of vinyl tile squares or \$5.82 per SF installed in other areas, DreamClick Pro is a great alternative to natural wood or Ceramic tile.

Check out the web site.

<http://www.berryaloc.com/us/en/Floors/Vinyl-Planks/Dream-Click-Pro#.VVZXIPVhBc>



Contact Us

Give us a call for more information about our homes

Affinity Building Systems LLC

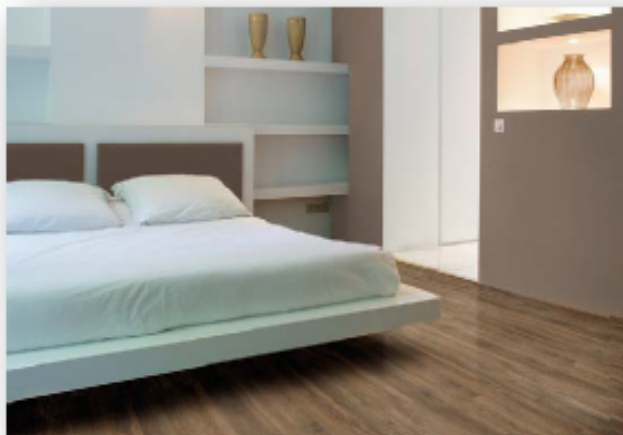
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People rarely buy what they need. They buy what they want



Merillat Cabinets in the Classic series— Affinity's Capstone series specifications... Never underestimate the look that can be achieved for a fraction of the cost of custom cabinets. Merillat has many styles and colors to choose from. This kitchen was done in the Bellingham style, Painted Cotton color with a Tuscan glaze



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