

Design-Build Authority Kit

A starter kit for custom builders, remodelers, and premium design-build firms that need stronger fit screening, premium positioning, and cleaner next-step discipline before the consult.

Custom builders, remodelers, design-build owners, and estimators

GUIDE

A starter kit for custom builders, remodelers, and premium design-build firms that need stronger fit screening, premium positioning, and cleaner next-step discipline before the consult.

WHAT THIS ASSET COVERS

- Design-Build Fit Screening Playbook
- Custom Home Preconstruction Readiness Checklist
- Kitchen & Bath Showroom Conversion Playbook
- AI Receptionist vs AI Business OS Guide
- Trust-Signal Architecture Guide for Small Businesses

SUGGESTED ROLLOUT

1. Install the fit-screening layer so budget, scope, and readiness are clearer before the consult.
2. Use AI Business OS framing to position the firm beyond basic answering or form capture.
3. Tighten proposal and design-retainer follow-up so strong projects do not drift after the first conversation.
4. Strengthen trust and portfolio architecture so premium buyers feel the process is worth entering.

WORKING ASSET

This kit is for custom builders, remodelers, and premium design-build firms that need stronger fit screening, stronger premium positioning, and clearer next-step momentum.

DIAGNOSTIC SEQUENCE

1. Clarify how the current front door screens for budget, scope, and readiness.
2. Review whether the site and intake language sound premium or generic.
3. Check whether strong-fit prospects receive a clear consult path within 24 hours.
4. Review whether proposal and design-retainer follow-up is disciplined enough to protect momentum.

ASSET DEPLOYMENT PLAN

DESIGN-BUILD FIT SCREENING PLAYBOOK

- install the fit ladder
- define strong-fit vs low-fit
- tighten the consult path

AI RECEPTIONIST VS AI BUSINESS OS GUIDE

- position the firm as an operating system, not just a callback machine
- explain how answering, qualification, trust, and follow-up work together

ESTIMATE FOLLOW-UP CADENCE PLAYBOOK

- recover proposal momentum
- prevent silent drift after strong first meetings

TRUST-SIGNAL ARCHITECTURE GUIDE

- publish clearer process proof
- frame premium readiness through portfolio, communication, and planning clarity

TEAM OWNERSHIP MAP

- office or front-desk lead: first-touch qualification
- estimator / principal: premium-fit consult path
- marketing or ops owner: authority and trust proof refresh
- sales owner: follow-up discipline

FAILURE MODES

- quoting too early
- vague budget language
- too much owner involvement in obvious low-fit inquiries
- portfolio proof without process proof

WEEKLY REVIEW RHYTHM

- consults booked from qualified inquiries
- site walks that should have been filtered out
- design-retainer conversations started
- proposal follow-up compliance

OPERATING NOTE

This is one of the clearest examples of why TQP should be understood as an AI Business Operating System. The highest-value improvement is not just answering faster. It is protecting premium-fit sales flow from first touch through next-step commitment.

DEPLOYMENT NOTES

HOW STRONG TEAMS ACTUALLY USE THIS ASSET

- Assign one accountable owner instead of letting "Design-Build Authority Kit" become shared but unmanaged work.
- Use it with custom builders, remodelers, design-build owners, and estimators in a weekly rhythm so the asset drives decisions rather than sitting in a folder.
- Decide in advance what counts as green, watch, and red performance so the team knows when to escalate.
- Capture learnings directly in the document every week so the asset becomes smarter over time instead of resetting to zero.

30-DAY ROLLOUT SEQUENCE

- Install the fit-screening layer so budget, scope, and readiness are clearer before the consult.
- Use AI Business OS framing to position the firm beyond basic answering or form capture.
- Tighten proposal and design-retainer follow-up so strong projects do not drift after the first conversation.
- Strengthen trust and portfolio architecture so premium buyers feel the process is worth entering.

WHAT SEPARATES A SERIOUS VERSION FROM A BASIC TEMPLATE

- Clear ownership for every step, not generic advice without accountability.
- Targets, thresholds, or decision rules that tell the team what good looks like.
- Specific working components: Design-Build Fit Screening Playbook, Custom Home Preconstruction Readiness Checklist, Kitchen & Bath Showroom Conversion Playbook, and more.

- A built-in review cadence so the document becomes part of operations rather than a one-time download.