

## **GUIDELINES FOR BROCHURE SUBMISSION: PLAINFIELD'S NEW HOME FAIR (SEPT 6TH, 2025)**

Submit by 8/15 25 to Sandra Vitzthum: [svitzthum@proton.me](mailto:svitzthum@proton.me)

### **General instructions for everyone:**

- Include your company's name, contact name, address, contact telephone number and email address
- Include a jpeg for a logo if you have one... don't worry if you don't!
- Include one to two sentences that sum up your business' focus and any specialization.
- Your drawings do not have to be professionally drawn. We will be glad to help with that.
- We are looking for work of all price points, but we will highlight affordable and moderate budget homes. These price ranges follow HUD guidelines. We hope to have families of all income brackets at the fair.
- Feel free to share single family homes or multi-family from duplexes up to four-family buildings.
- The targets below do not include garages or carports. It's fine if your images do include them. This would be an extra.

### **Suppliers of whole homes or parts of homes:**

- Please include a price range for your work. It might be something like "Our 600 sf buildings range from \$xx to \$xx."
- Please share sketches, drawings, renderings, and photographs that will give people a quick idea of you and your product. We will include as many images as we can fit. Add information about materials, what makes your buildings special, etc.
- If you produce parts of a building (like panels), feel free to submit details and explain how much it might cost to finish such a home.

### **Designers, Builders, and Consultants:**

- Share one or more images of your work that you feel is relevant to these house types and budgets.
- Feel free to explain more about your process, materials you like to work with, and other key reasons why clients choose you.

### **Pricing notes**

- Your price should include connection to earth (frostwall, slab, piers etc) and connection to utilities. Do not include sitework.
- If your design includes a garage or carport, break it out as an extra.
- Do not include furnishings or appliances. All lighting, plumbing and mechanical should be included.
- It's fine if you don't include any of the above. Just be list exclusions and if possible give a cost range that it might cost to finish up.
- If you provide furnishings, appliances, or other bonuses like EV charger, solar panels, or mini splits in your price, list them.
- If you specialize in certain materials for any reason (local, energy efficiency, cost) please mention this.

### **Target House designs and prices -- for our affordable and moderate categories**

	Size (S.F.)	BR	Office	Cost target	Popularity (1=least asked for, 10= most asked for)
Affordable range (Roughly \$300/sf)	300	0	0	\$ 90,000	4
	350	0	1	\$ 105,000	1
	400	1	0	\$ 120,000	5
	450	1	1	\$ 135,000	10
	500	1	2	\$ 150,000	1
	500	2	0	\$ 150,000	7
	550	2	1	\$ 165,000	3
	600	3	0	\$ 180,000	3
	650	3	1	\$ 195,000	1
	700	4	0	\$ 210,000	1
Moderate range (Roughly \$400/sf)	500	1	0	\$ 200,000	3
	550	1	1	\$ 220,000	2
	600	2	0	\$ 240,000	5
	650	2	1	\$ 260,000	6
	700	2	2	\$ 280,000	1
	700	3	0	\$ 280,000	3
	750	3	1	\$ 300,000	2
	850	4	1	\$ 340,000	1

### **Note for the chart**

- Starting point for bedroom size: 100 sf For office/guest space: 100 sf. These can be smaller or larger.