

**BUILD.  
REMARKABLE.**

CONSTRUCTION



**BIG WOODS**



**HERITAGE HOMES**



## A NOTE FROM THE OWNERS...

Hi, we're Brandon & Megan,

We started this company to offer a better, more thoughtful way to remodel, design, and build homes here in the Cedar Valley. With Brandon's background in engineering and project management, and Megan's experience in interior design and planning, we bring structure, creativity, and clear communication to every project.

We know construction can feel overwhelming, which is why we use a design-build approach. That means everything is handled by one team, from first ideas to final details, so you always know who to turn to and what comes next.

We're proud to live and work in this community, and we're honored when someone trusts us with their home. Our promise is simple: we'll listen, we'll communicate clearly, and we'll work hard to make the process smooth from start to finish.

Thanks for considering Big Woods. We'd love to help you build something remarkable.

*Brandon & Megan Smith*

# HOMES WITH CHARACTER. BUILT TO LAST.

**Heritage Homes** is our approach to building homes that feel settled, thoughtful, and personal from the start. Rather than beginning with a fixed set of designs, we work from your ideas, inspirations, or even a simple base plan, then layer in the details that give a home character and warmth.

Through proportion, materials, and intentional design choices, we help shape spaces that feel lived in and lasting, not generic or overly trendy. The result is a home that reflects who you are and how you want to live, with the kind of comfort and authenticity that only comes from careful planning and attention to detail.



*“Character isn't added at the end.  
It's built in from the beginning.”*

# OUR CORE VALUES

## 1. Clarity Builds Confidence

We believe homeowners feel more at ease when they understand what's happening and why. We communicate openly, explain the process as we go, and make space for questions along the way.

## 2. Design with Purpose

Every decision we make is intentional. We focus on how your space will function in real life, and we align the design with your daily routine, long-term needs, and personal style.

## 3. Process Creates Progress

Our projects are built on structure, not guesswork. From planning to execution, we follow a clear process that helps reduce delays, avoid confusion, and move the work forward with focus.

## 4. Homes Should Feel Personal

Your home should feel like it belongs to you, not like it came from a template. We take time to understand what matters to you and design spaces that reflect how you actually live.

## 5. Professionalism You Can Count On

We take our work seriously and follow through on our commitments. You can expect us to show up prepared, stay accountable, and approach every interaction with respect and care.



**Megan Smith**  
CEO



**Brandon Smith**  
President



**Dave Nitschke**  
Site Supervisor



**Jeremy Hansel**  
Carpenter



**Brant White**  
Carpenter



**Riggins**  
Shop Dog

# WARRANTIES & GUARANTEES

At Big Woods Construction, we take pride in the work we do and the relationships we build. That's why we stand behind the quality of our craftsmanship long after the project is complete. If something doesn't feel right or needs attention, we're here to make it right. Our goal is for you to feel just as confident in your home months or years from now as you did the day we wrapped up the job.

# SUPPLIERS & SPECIALTIES

At Big Woods Construction, we believe a successful project is built on strong relationships, including the suppliers and vendors we trust. These relationships help us maintain consistent quality, reliable timelines, and dependable service throughout every phase of your project.

We're also proud to have an exclusive partnership with Forever Cabinets. This gives our clients access to fully custom cabinetry at a more approachable price point. It allows us to create kitchen, bath, and storage solutions that are tailored to your space and your needs, without exceeding your budget.

From the foundation to the finishing touches, we manage all sourcing and selections for you. That includes everything from structural materials and fixtures to furniture, artwork, and accessories, so your space feels cohesive and complete when it's ready to live in.

# LICENSE & INSURANCE

Big Woods Construction is fully licensed to operate in the state of Iowa and is registered with the city of Waterloo as a certified builder. We also carry full liability insurance to protect both your property and our team throughout the course of your project.

We take safety, compliance, and accountability seriously. Our clients can move forward with confidence knowing their home is in the hands of professionals who meet all state and local requirements.

# WHAT MAKES US DIFFERENT

## **Design and Construction Under One Roof**

You won't need to manage separate firms or coordinate between teams. We handle everything from concept to completion, so the vision stays consistent and the process stays on track.

## **You Know What to Expect**

We give you a defined plan, regular updates, and clear communication throughout your project. No vague timelines or last-minute surprises.

## **We Help Make Decisions Easy**

From cabinetry and tile to lighting and furniture, we guide you through every choice so your home feels cohesive, functional, and personal.

## **Planning Comes First, Not as We Go**

We take the time to plan every detail before construction begins. That upfront work prevents delays, keeps costs under control, and helps the entire project run more smoothly.



# CLEANING CHECKLIST

*We consider it a privilege to be invited into your home, and we don't take that lightly. Our goal is to treat your space with the same care and respect we would our own — keeping work areas clean, safe, and organized at every stage of the project.*

To maintain a professional, safe, and respectful work environment, the following cleanup tasks must be completed at the end of each workday:

- **Remove all trash and debris from the work area**
- **Sweep or vacuum to clear dust and small materials**
- **Ensure all floor protection is intact and in place**
- **Unplug and neatly store all tools and equipment**



# REVIEWS



## **5 Stars - Sarah A.**

“We had an outstanding experience with Big Woods Construction when we recently hired them to remodel our attic space. From our first consultation to the final walkthrough, the team was professional, attentive and incredibly skilled. They transformed our old attic space into a beautiful, functional space that now feels like a seamless extension of our home. Their attention to detail, creative solutions for working with tricky angles and limited space truly impressed us. The project was completed within budget, with excellent communication every step of the way. It’s hard to find a contractor who is not only reliable and efficient but also courteous and respectful of your space. I wouldn’t hesitate to hire Big Woods again for future projects and would highly recommend them to anyone looking for excellent work and service.”

## **5 Stars - Rachael H.**

“Big Woods Construction was very easy to work with and did a fantastic job with our bathroom. It really helps that they have a team to do the work and a designer to help it all come together. Highly recommend!”

## **5 Stars - Karen S.**

“Big Woods Construction did a fantastic job on our basement renovation! Communication between us and Big Woods was great! Any questions or concerns we had along the way, they either called or came out the same day to address any questions we had. The project was done in timely manner and we are very pleased!”

## **5 Stars - Paul J.**

“We could not be happier with the work that Big Woods did for us. Our bathroom turned out way better than expected and Brandon’s crew were so enjoyable to work with. I will be recommending Big Woods to everyone!!”

# WHAT IS DESIGN-BUILD?

*Design isn't an extra step.  
It's how we build smarter.*

Most contractors start building, then figure out the details as they go. That leads to delays, surprises, and decisions made under pressure. Our design-build approach works differently. Design and construction happen under one roof, so everything is aligned from day one.

You won't need to hire a separate designer or try to make decisions on your own. We guide you through selections with mood boards, renderings, and expert advice, so your space looks great and functions the way it should. With fewer handoffs and more planning upfront, your project stays on track and feels less stressful.

It's time to

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with

**BIG WOODS**

**CONSTRUCTION**

# BUDGET

## Understanding Your Budget

You'll often hear builders throw out a cost-per-square-foot number — but without knowing what's inside that square footage, it doesn't mean much. Materials, finishes, layout complexity, and even the kind of cabinetry you choose can swing your total investment significantly.

At Big Woods, we take a more thoughtful approach. Early in the design process, we work with you to identify the materials, features, and details that matter most to you. This allows us to shape a home that fits your vision and your budget, not just an average range.

To help guide the conversation, we created the **Dream 100** — a list of 100 common features and upgrades that can influence cost and scope. It's a simple, powerful tool to help you clarify what you want, and for us to better understand the kind of home you're dreaming about. We're happy to work through that list together!



### Not sure what your comfort zone is yet?

That's okay. We'll help you understand key drivers of cost and how your choices impact the overall budget, before construction begins.

# A step-by-step process you can trust

**Our process is clear, organized, and designed to take the stress out of remodeling or building.**

With expertise in both construction and interior design, we guide you through each step. From early planning to final finishes, we make sure you always know what to expect.

We focus on eliminating the common frustrations that come with home projects by making decisions early, managing the details, and maintaining open communication. The result is a space that fits your life, reflects your style, and comes together with fewer surprises.

If you're ready to get started, we're here to help you move forward with confidence.

1

## **DISCOVERY CALL**

We discuss your goals, general scope of work and develop a realistic budget to deliver your new space.

2

## **SITE & DESIGN PLANNING**

We evaluate your lot and begin design.

3

## **PRE-CONSTRUCTION**

We create detailed drawings and finalize your selections

4

## **PERMITTING & SCHEDULING**

We handle all the details of permitting and scheduling the work with trade partners.

5

## **CONSTRUCTION BEGINS**

Our in-house team manages every step.

6

## **FINAL WALKTHROUGH & WARRANTY**

We review, adjust and stand by our work.

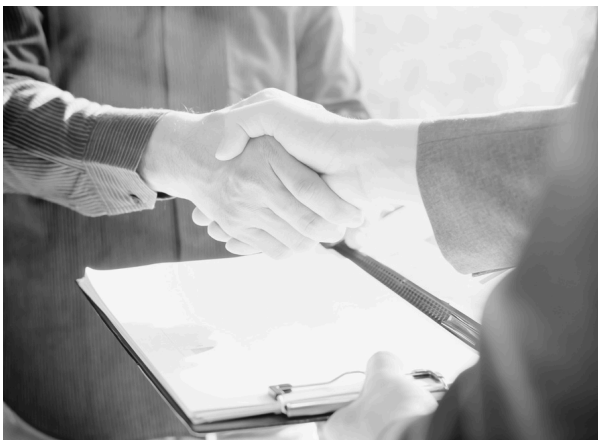
# STEP-BY-STEP PROCESS



## **CONSTRUCTION DRAWINGS & ESTIMATE** **\$2,500**

The most crucial part of any project is understanding your needs and goals. We follow an extensive process to uncover your desires and budget targets during our discovery and in-home consultation meetings.

Before we begin work on your drawings and estimate, we collect a nonrefundable fee. This covers the cost of drafting and detailed estimating, ensuring your plans are thoughtfully developed and pricing is accurate. At the end of this phase, you'll receive a full set of construction drawings that are yours to keep—whether or not you choose to move forward with us or the project. We believe this deliverable provides real value and clarity, regardless of your next step.



## **CONSTRUCTION AGREEMENT & DEPOSIT**

Once the initial estimate is approved, we'll move forward with a construction agreement and collect a 10% deposit to reserve your spot on our build schedule. This ensures your project is officially in the queue while we continue refining design details and finalizing material selections.

# STEP-BY-STEP PROCESS



## **DESIGN SELECTIONS PRICE BASED ON SIZE OF HOME**

Even after the major design decisions are made, there are still important choices that need to happen before construction begins. This is where our final selections service comes into play.

In this phase, we will guide you through the remaining finish selections that bring your custom home to life. This includes cabinetry, flooring, lighting, hardware, paint, and other design details. Our team curates options that reflect your style and stay within your target budget, so you can move forward with confidence.

If you are drawn to a product or feature outside of your original allowances, we will explain the cost difference clearly and help you understand exactly where it shows up. You will also receive detailed floor plans and 3D visualizations, so you can see how everything fits together before construction begins.

# STEP-BY-STEP PROCESS



## CONSTRUCTION

During construction, we manage the schedule, subcontractors, and day-to-day details so you don't have to. You'll always know what's happening and what to expect next.

We maintain high standards on our job sites and communicate clearly if any questions or changes come up. A progress payment of 40% is due at substantial completion, with the final 10% due once all work is complete. Our goal is to keep the process smooth so you can enjoy watching your space come to life.



## STYLING & FURNISHINGS (ADD-ON)

Once construction wraps up, many clients choose to keep working with our design team to fully finish their space. From window treatments and furniture layouts to rugs, lighting, and accessories, we help pull everything together so your home feels polished and complete.

This optional service removes the guesswork and ensures your space is move-in ready from day one.

If you're interested, let us know during the selections phase — we'll walk you through what's possible.

# FREQUENTLY ASKED QUESTIONS

## **1. What's included in my estimate?**

Your custom home estimate includes labor, materials, and all major construction costs. It also includes allowances for finish selections like flooring, cabinetry, tile, and fixtures. We will walk you through each part of the estimate so you understand what is included and how your choices may affect the final cost.

## **2. What happens if I choose something more expensive than the allowance?**

If you choose finishes or materials beyond the initial allowances, we'll clearly outline the price difference and discuss options. You'll always have the opportunity to approve changes, and we'll update your estimate accordingly during the design selections phase.

## **3. What is your billing schedule?**

We bill on a bi-weekly basis for time and materials incurred during that period. Each invoice will include a breakdown of labor hours, trade partner costs, and materials purchased. This helps you track progress and manage payments in real time.

## **4. How does your fee structure work?**

We apply a 20% markup to all time and materials, including labor from our crew, trade partners, and material suppliers. This covers project management, overhead, scheduling, and coordination to ensure your addition is delivered to our high standards.

## **5. What if I change my mind about something after selections are complete?**

We understand that things evolve. If you'd like to make a change after selections are finalized or during construction, we'll prepare a written change order that outlines any impact on cost or schedule. You'll always approve changes before they're made.

## **6. How will you communicate with me during the project?**

We pride ourselves on proactive communication. You'll receive updates from our team via your customer portal, where you can also view messages, photos, approvals, and your invoice history. We're always available via phone, email, or text as well.

## **7. Can I design a home that feels classic, not cookie-cutter?**

Absolutely. That's the heart behind our Heritage Homes — custom builds that reflect timeless character, not passing trends.

# Ready to start the conversation?

If you're thinking about remodeling, building, or designing a space that truly fits your life, we'd love to hear more. Every great project starts with a conversation — and we're here to guide you through what's possible.

Reach out to schedule your discovery meeting or ask any questions you might have. We're here to help you take the next step with clarity and confidence.



Serving Waterloo, Cedar Falls and the Cedar Valley



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