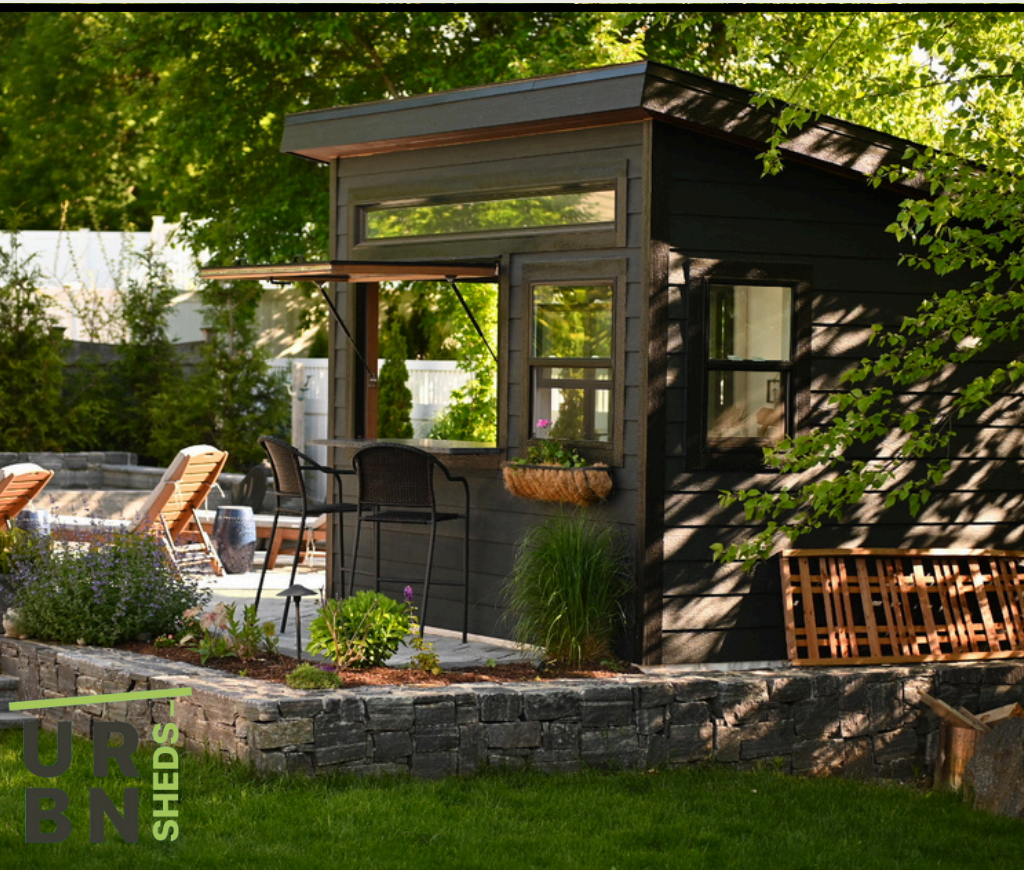


# 2024 Urban Sheds Builder's Handbook

By Jeremy Horning





# Contents

Vision	3
Urban Sheds Commitment	4
The Builders Commitment	5
Pricing Structure	7
Cohort Payments	8
How it Works	9
Building Specs	11
Renderings	12



VISION

# Why Urban Sheds Exists

As automation reshapes factories and mass production, fewer people are needed in these environments. Simultaneously, it's never been easier for individuals to start their own businesses, offering unique products and services.

This shift is fueling a remarkable surge in freelancing and small business ownership, a trend poised to grow in the future.

Owning a small business has many advantages over being a modern day employee, but many small business owners face unnecessary setbacks due to a lack of systems and the knowledge hub that a larger community provides.

Urban Sheds exists to bridge this gap. We are a community of talented freelance craftsmen who collaborate directly with homeowners to build sheds in their backyards.

We maintain a shared knowledge center focused on best business practices and innovative systems. This collective approach serves to fuel the personal and professional growth of small business owners.

Urban Sheds operates more like an ancient guild than a typical 20th-century corporation.

By creating a national brand, we can collectively achieve higher pricing structures, build trust, and establish authority. These elements are crucial for small business success, and they are often challenging for individual and beginning freelancers to achieve on their own.





# The Value Urban Sheds Brings

1. **Qualified / engaged leads** asking to meet with you
2. Associate yourself and your business with the larger **Urban Sheds brand**
3. Get a **professionally designed online profile with a backlink** to your website
4. **Low-risk marketing** – pay only when you sell (the more you sell the less percentage you pay per sale)
5. **Sell at higher prices** with the authority of an established high-end national brand
6. **Network with other builders** through the Urban Sheds social app feature, fireside chats and annual builder's summit.
7. **Easy design and accurately quote sheds** with the 3D Shed Configurator (we keep pricing up-to-date)
8. **Easily receive customer deposits online** through the 3D configurator's Stripe Portal directly into your account
9. **Urban Sheds promotes you** and your business through a dedicated page on the Urban Sheds website
10. **We follow up with customers** to get reviews and feedback for your Urban Sheds location
11. **Get started with Urban Sheds risk-free** (no money down)



# Builder's Pact

By accepting any leads through Urban Sheds you are entering not only into an agreement with Urban Sheds but also a relationship with the other Urban Sheds freelancers. To maintain the quality of the Urban Sheds cohort we put forth the following:

- You agree to be professional in appearance. Organized tools and equipment, clean clothes and clean language. No smoking on the job.
- You agree to be responsive in any communication with the customer and/or Urban Sheds.
- You agree to promptly follow up with new leads and strive to maintain a sales close rate of 10% or higher. Urban Sheds reserves the right to end the partnership with locations that don't meet minimum requirements.
- All vehicles used in the building process must be clean with a professional appearance. No major dents, rust etc...
- You agree that you are solely responsible for all damages, unintentional or otherwise to any property where this job is located, caused by you or one of your employees. You further agree that you are responsible for any proven claims of unprofessional workmanship. If an above stated scenario happens in which the customer is dissatisfied it shall be the builders responsibility to resolve the issue.
- You agree to provide Urban Sheds a W9 and an up to date Certificate of Insurance for a minimum of \$1,000,000 Liability insurance. You agree as well to provide proof of workers comp. insurance in states where required.

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# Builder's Pact cont.

- You agree to provide a minimum 1 year warranty on your workmanship. (Urban Sheds holds the 30yr structural warranty if the shed is built according to the specs on the work order)
- You understand that Urban Sheds will follow up with a customer survey to ensure quality and customer satisfaction.
- You agree to forward quality photos of the completed shed to Urban Sheds for proof of work and to be used in advertising etc.
- You agree that no materials are to be used other than those approved by Urban Sheds. (Contact Urban Sheds admins for further details)
- You understand that the shed must be constructed to meet or exceed the Urban Sheds basic specs. Understanding and following local building regulations is the responsibility of the builder.
- You will add any change orders to the shed project through the builder's online portal before marking it complete. This way we can do accurate billing and accounting.
- You agree that as long as you are a partner with Urban Sheds you will not compete in the shed market. All shed referrals and requests will be run through the Urban Sheds platform. With this agreement we can provide a backlink from our website to your website so customers can explore your business and reach out to you directly once the project is in progress.

**Urban Shed reserves the right to end the partnership at any point these conditions are not met.**



# How the Sheds are Priced on the 3D Configurator

## How Urban Sheds are Priced on the 3D Shed Configurator

Pricing structure follows approximately this pattern:

35% materials.

40% labor.

25% Urban Sheds. (see tiered payment structure next page)



# How Much Builders Pay Urban Sheds

## Average Sales Volume Percentages

\$0-15k per month (\$0 – \$45k per quarter)	30%
\$15-30k per month (\$45k – \$90k per quarter)	25%
\$30-50k per month (\$90k – \$150k per quarter)	22%
\$50-70k per month (\$150k – \$210k per quarter)	20%
\$70-above per month (\$210k – above per quarter)	15%

Every Quarter we will reset the percentage you pay based on the average sales volume of the last 3 months. (new locations start at 25%) Urban Sheds will bill you every month according to your current pricing tier.

We will not drop more than one tier per quarter. In other words, if you are in the 22% tier, you can drop down to the 25% if you have lower sales, but not down to the 30% tier. (This is more relevant for the northern locations affected by the winter season)



# Who Does What

1. **Urban Sheds** maintains the website urban-sheds.com as well as the Google Ads and Meta Ads accounts.
2. **Urban Sheds** maintains the 3D Shed Design Software on the website, keeping shed pricing up to date with current material pricing.
3. **Urban Sheds** generates leads via the website and 3D Design Software.
4. **Urban Sheds** engages potential customers with automated emails with information such as:
  - Time frame
  - Budget
  - Answer preliminary questions about shed designs/options, site prep, town regs, financing.
5. **Urban Sheds** notifies the builders of customers requesting to connect with the builders by uploading these pre-qualified leads to the online portal for the builder to access.
6. **Builder** takes ownership of the new lead and contacts them by email, call or text to schedule a site visit.
7. **Builder** meets with the customer with the goal of finalizing the shed design and placing order through the online 3D Shed Configurator. (the deposit goes through Stripe to the builders account)

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# Who Does What

8. **Builder** follows up with any customers that aren't ready to immediately place their order to answer questions and help move the project forward.
9. **Builder** schedules a construction date with new customers and adds the date into the Urban Sheds builder app.
10. **Builders** make their own material list and order materials, based on the building specs in the work order. (There are general material lists available for common shed types and sizes that are shared among the builders...just ask on the Urban Sheds WhatsApp chat group.)(most of the materials can be found at Home Depot or your local lumber yard.)
11. **Builder** communicates with the customer and builds the shed on the scheduled date.
12. **Builder** works directly with the customer to negotiate any requested change orders. (when discussing change orders with the customer, the builder should keep in mind the 25%+- Urban Sheds percentage and charge customers for upgrades accordingly. Builders must add any change orders into the online portal so Urban Sheds can keep accurate accounting)
13. **Builder** takes a picture of the completed shed and notifies Urban Sheds of completion through the Urban Sheds builder's app.
14. **Builder** invoices the customer for final payment.
14. **Urban Sheds** invoices the builder every month for the sales of the previous month.
15. **Urban Sheds** follows up with customers with a feedback survey and requests for online reviews.



# How They are Built

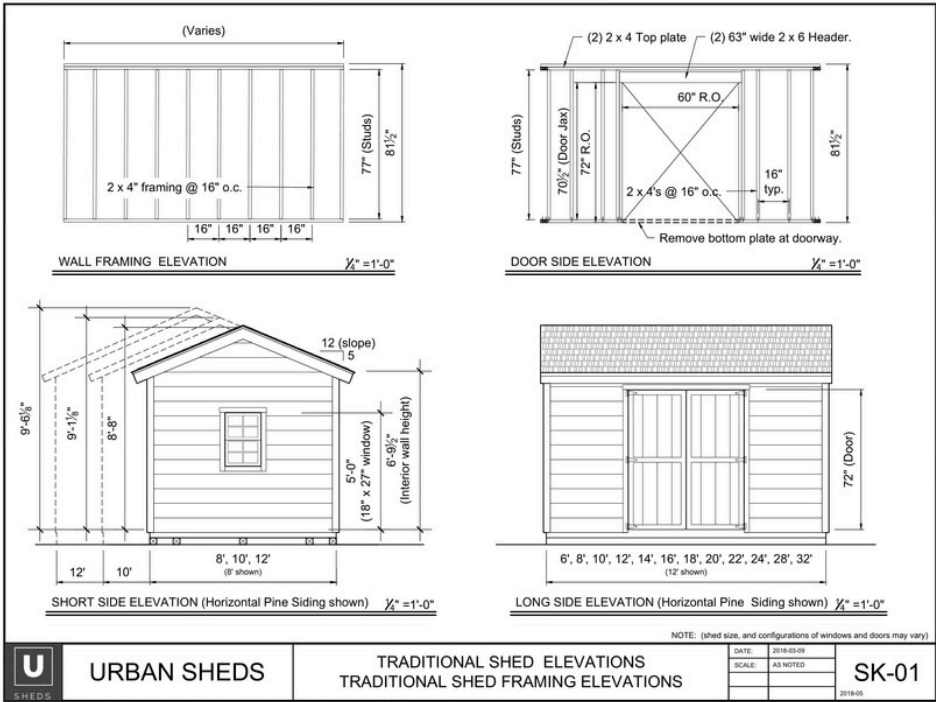
## Urban Sheds Basic Specs

- Pressure treated floor including 4x4's and 2x4 floor joists.
- Moisture resistant floor sheeting ( $\frac{3}{4}$ " Advantech or Pressure treated plywood)
- 16" O.C. Framing on walls and roof
- Rafter size in accordance with local building codes
- Double top plates on walls
- 2x6 Headers above openings greater than 24"
- Rafter cross ties every 4ft installed on bottom  $\frac{2}{3}$  of rafter (Traditional Style)
- Drip edge around complete roof edge
- Hot dipped galvanized or stainless steel nails in pressure treated lumber and all exposed fasteners
- Galvanized or powder coated door hardware (unless otherwise noted such as a stainless steel upgrade)
- Minimum  $\frac{1}{2}$ " roof sheeting –  $\frac{7}{8}$ " shingle nails to prevent penetration
- Trim boards to be Miratec trim boards, LP Smartside, or similar quality product



# Traditional Shed Style

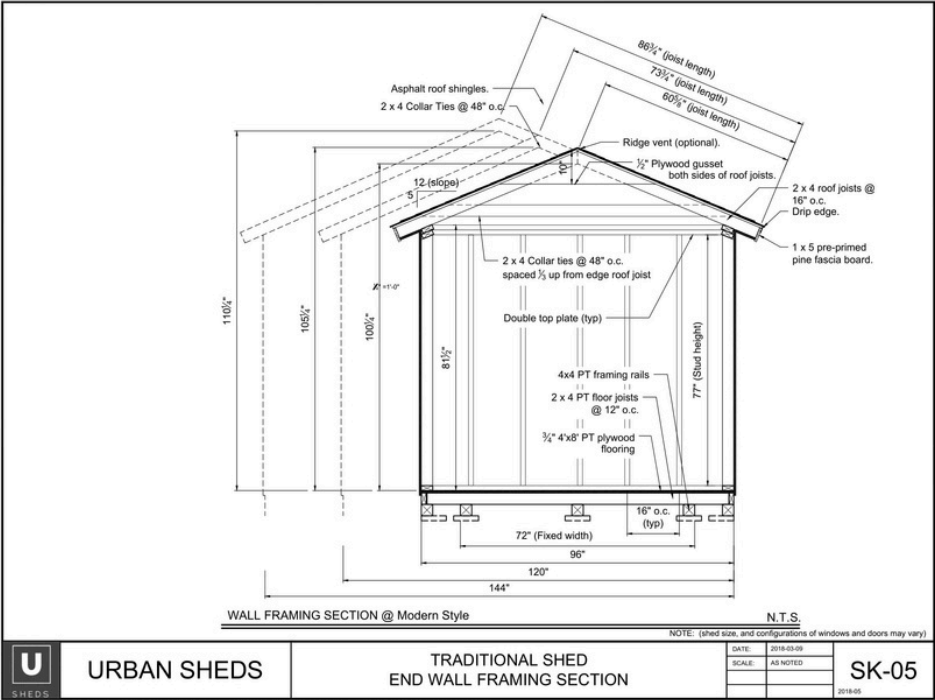
These diagrams show our standard construction specs. Use these drawings for general reference only. For specific wall heights, floor joist spacing etc. please see work order.





# Traditional Shed Style

These diagrams show our standard construction specs. Use these drawings for general reference only. For specific wall heights, floor joist spacing etc. please see work order.

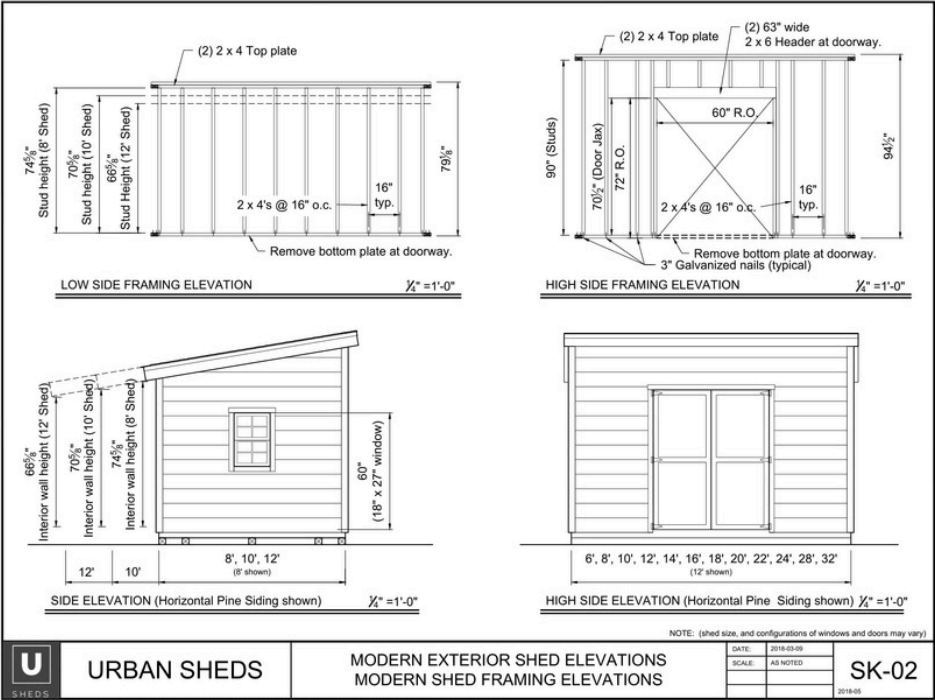




RENDERINGS

# Modern Shed Style

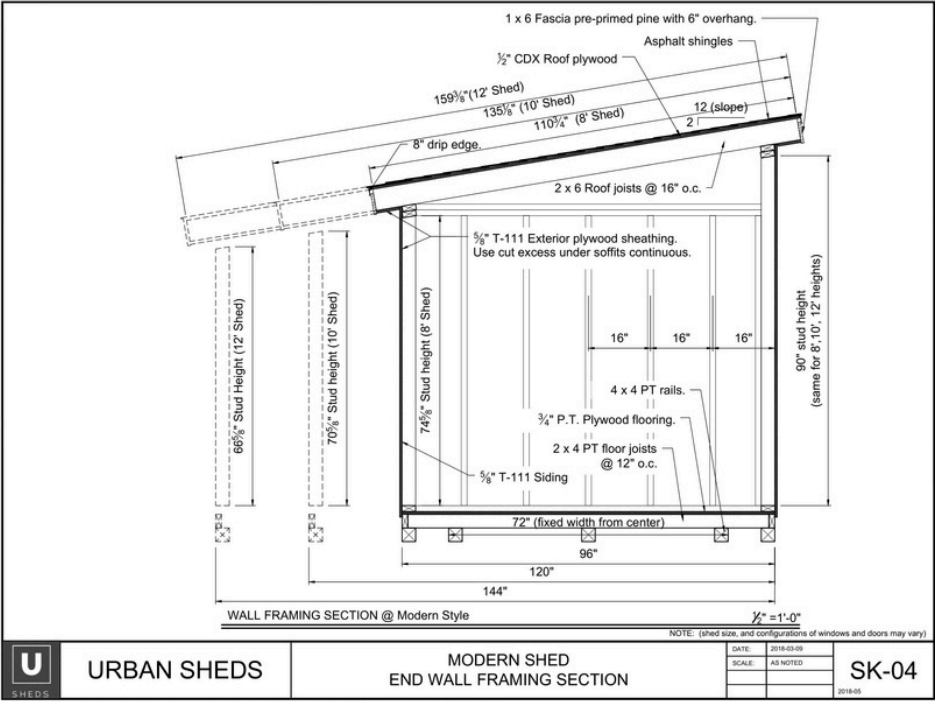
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# Modern Shed Style

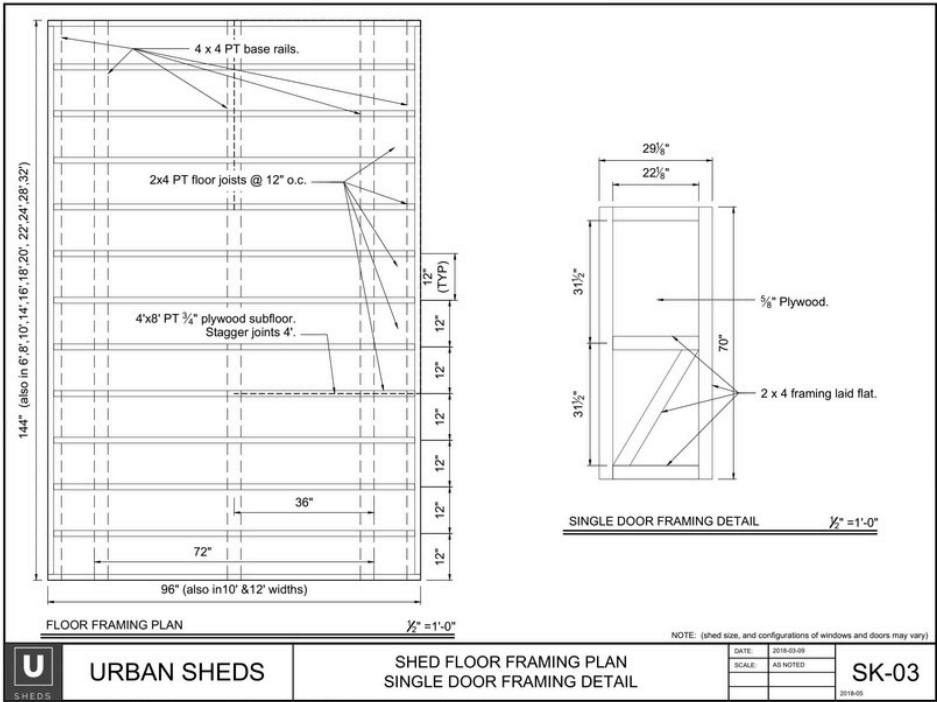
These diagrams show our standard construction specs. Use these drawings for general reference only. For specific wall heights, floor joist spacing etc. please see work order.





# Floors and Doors

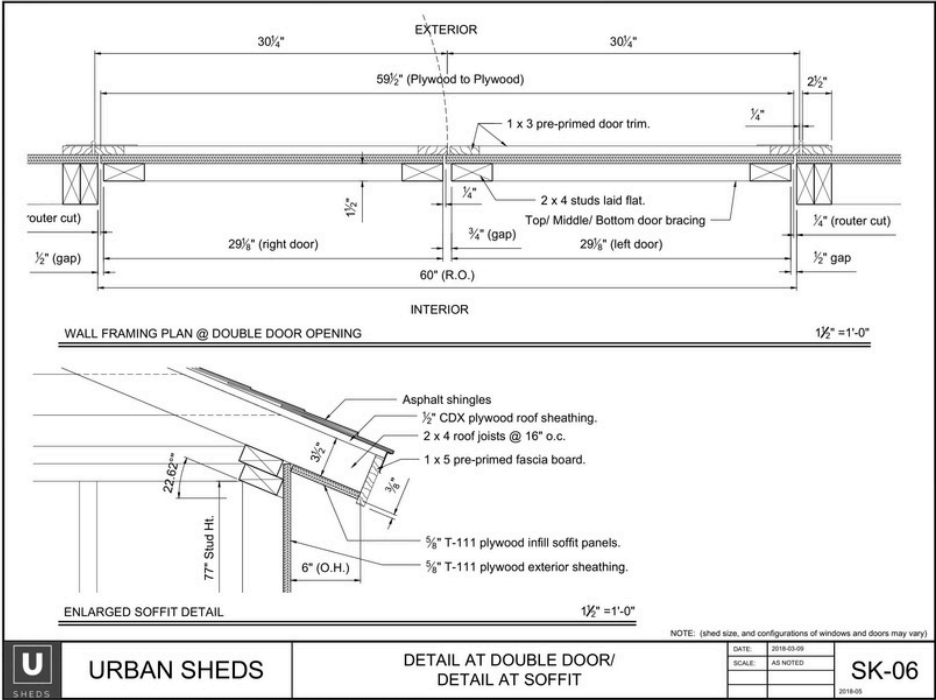
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# Trim Details

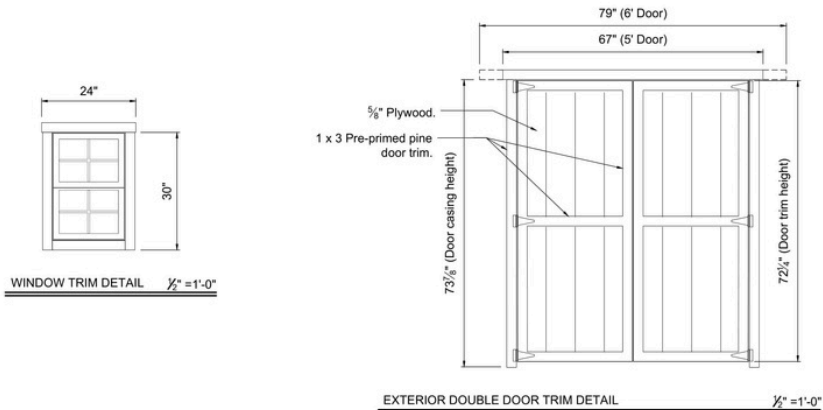
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# Trim Details

These diagrams show our standard construction specs. Use these drawings for general reference only. For specific wall heights, floor joist spacing etc. please see work order.



NOTE: (shed size, and configurations of windows and doors may vary)



URBAN SHEDS

WINDOW TRIM DETAIL  
DOUBLE DOOR TRIM DETAIL

DATE:	2018-03-20
SCALE:	AS NOTED

SK-07

2018-05

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