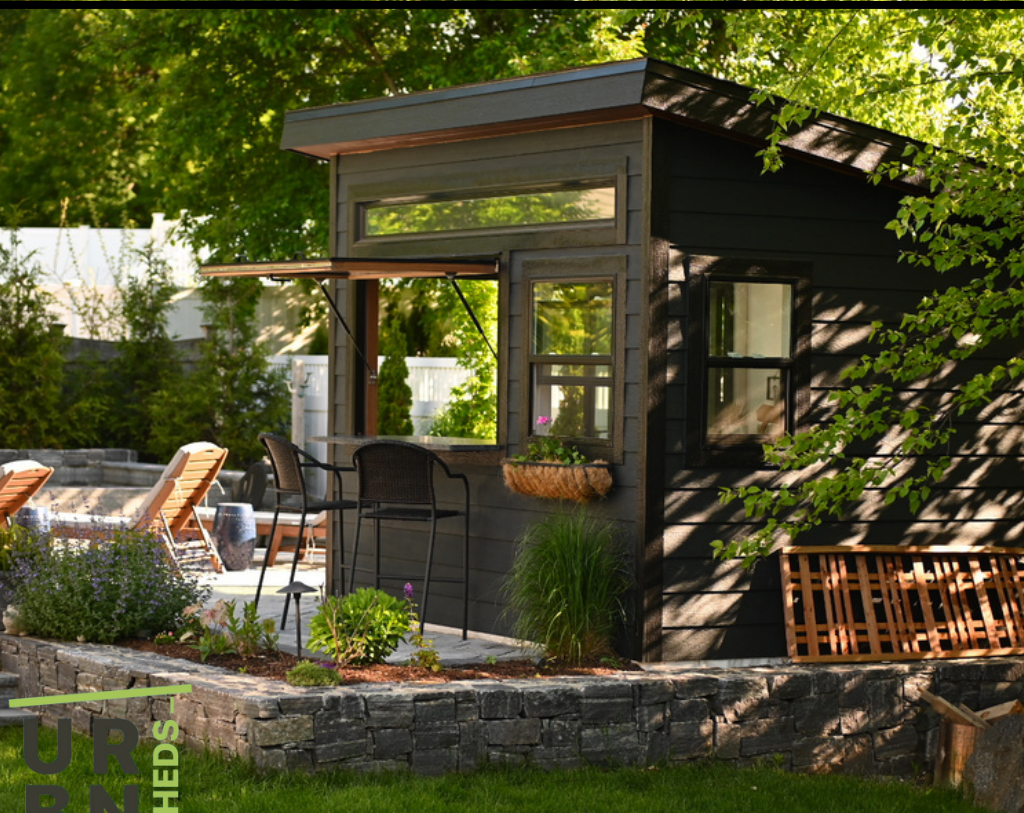


2024 Urban Sheds Builder's Handbook

By Jeremy Horning



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SHEDS

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VISION

Why Urban Sheds Exists

To create a cohort of talented craftsmen working directly with the homeowners. To get beyond mass production and the industrial age and into the age of the freelance creator and artisan.

Urban Sheds operates more like a ancient guild or cohort than a typical 20th century corporation maintaining higher pricing structures, authority and branding image than the craftsmen could do alone as single freelancers.



The Value Urban Sheds Brings

1. **Qualified / engaged leads** asking to meet with you
2. Associate yourself and your business with the **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 you pay)
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 and fireside chats
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
9. **Urban Sheds promotes you** and your business
10. **We follow up with customers** to get reviews 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.
- 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.

PRICING STRUCTURE

How the Sheds are Priced on the 3D Configurator

How Urban Sheds are Priced on the 3D Shed Configurator

35% materials.

40% labor.

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

How Much Builders Pay Urban Sheds

Average location sales over 3 months

\$0-15k	30%
\$15-30k	25%
\$30-50k	22%
\$50-70k	20%
\$70-above	15%

Urban Sheds will bill you every month according to the above pay structure. Every Quarter we will reset the percentage you pay based on the average sales volume of the last 3 months.

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.
9. **Builder** schedules a construction date with new customers and adds the date into the online portal.
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 whats app 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 shed of completion through the online portal.
14. **Urban Sheds** invoices the builder every month for the sales the previous month.
15. **Urban Sheds** follows up with customers with a feedback survey and requests for online reviews.

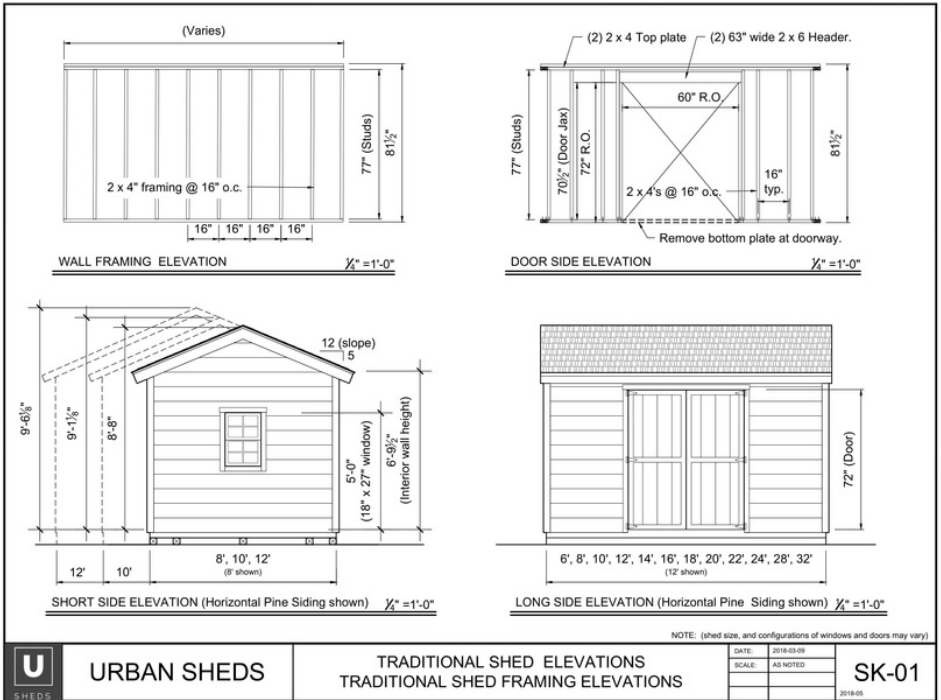
How They are Built

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

Urban Shed Styles

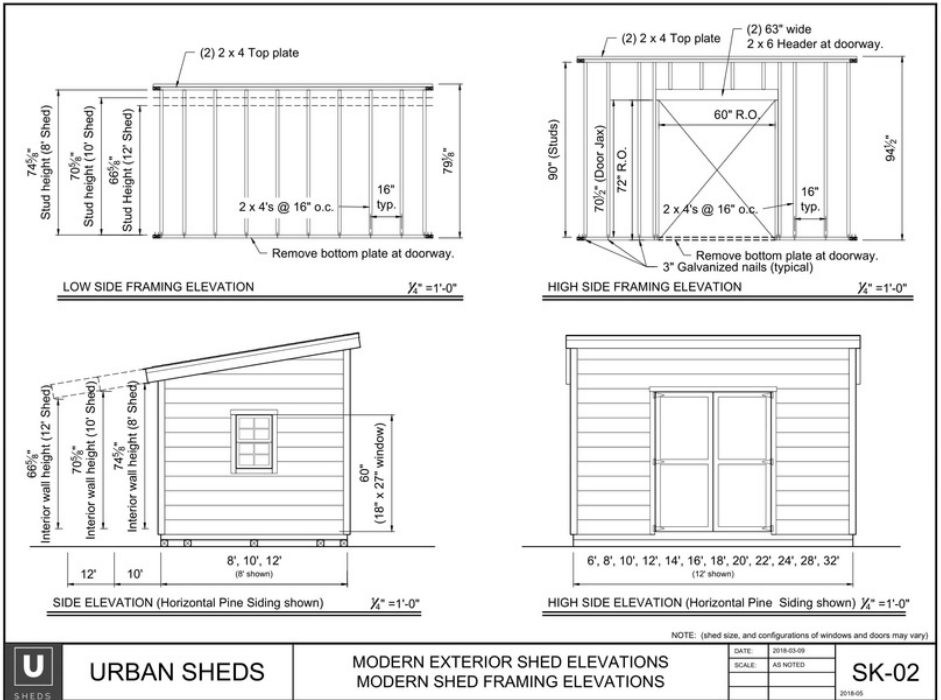
These diagrams show our standard construction specs. Use these drawings for general reference only. For specific wall heights, floor joist spacing etc. please see work order.



RENDERINGS

Urban Shed Styles

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



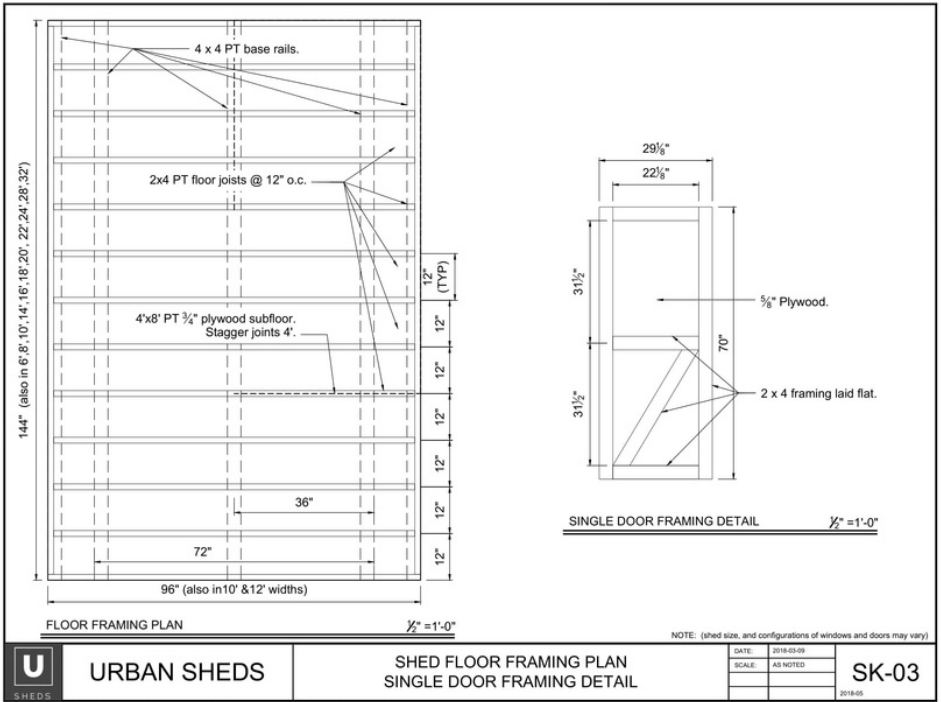
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MODERN EXTERIOR SHED ELEVATIONS
MODERN SHED FRAMING ELEVATIONS

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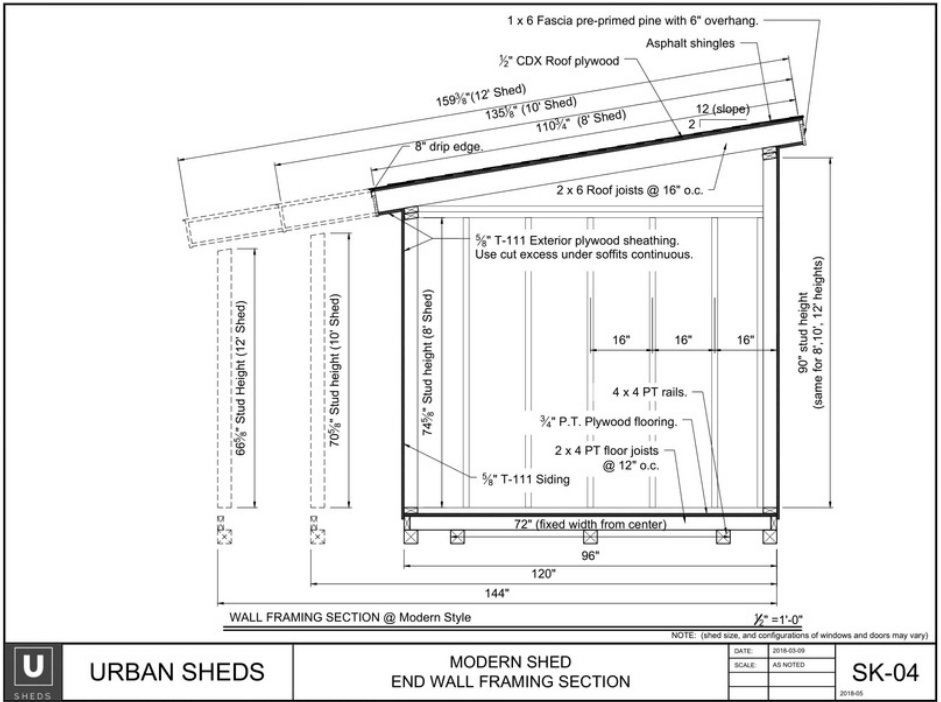
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SHED FLOOR FRAMING PLAN
SINGLE DOOR FRAMING DETAIL

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URBAN SHEDS

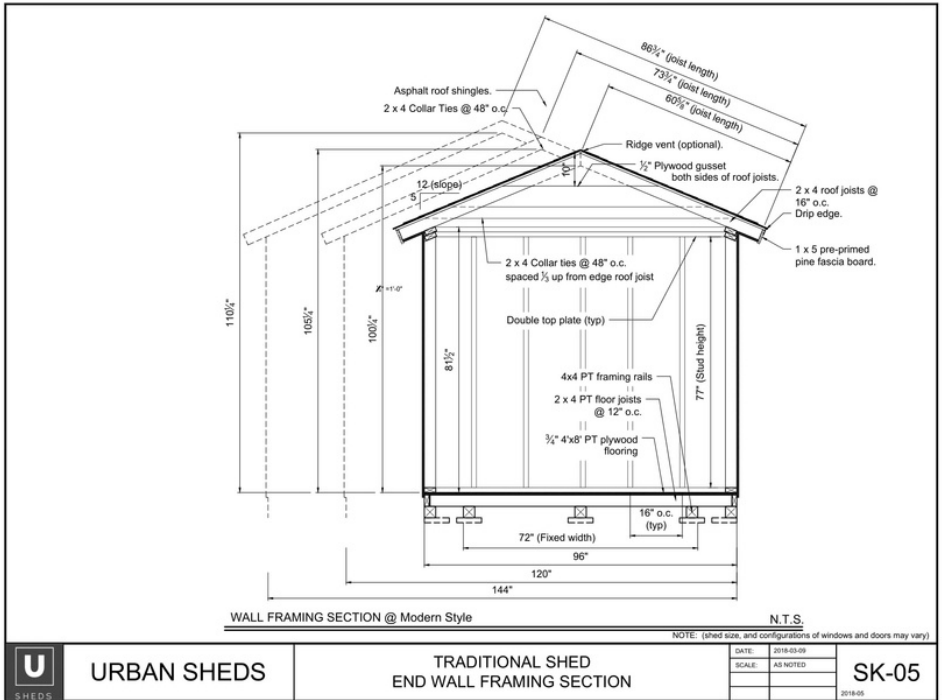
MODERN SHED
END WALL FRAMING SECTION

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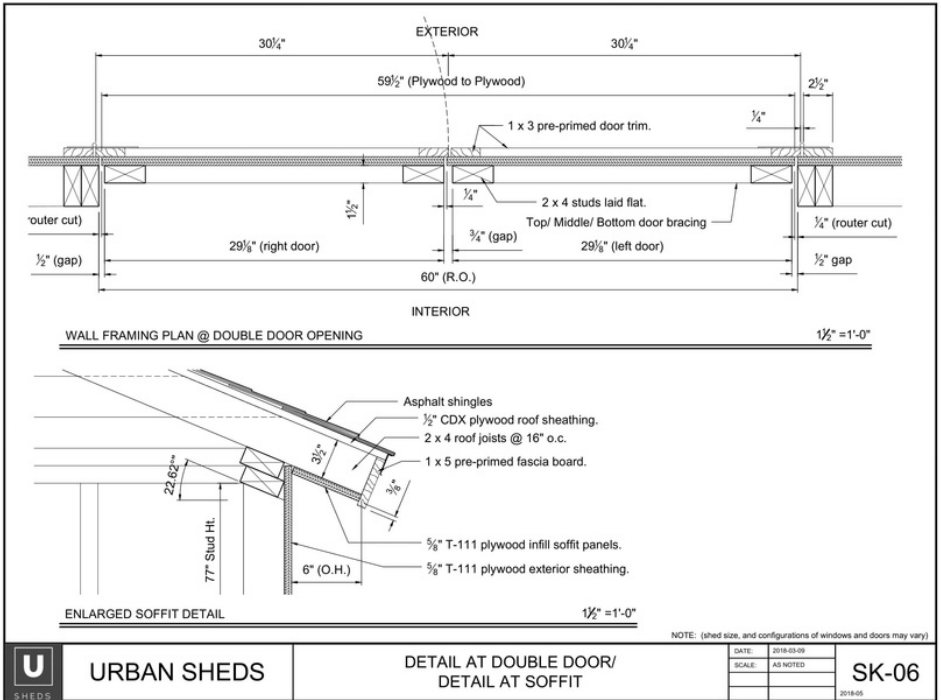


URBAN SHEDS

TRADITIONAL SHED
END WALL FRAMING SECTION

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RENDERINGS

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