



"Bringing People Home"

about **our company**



11112 John Galt Boulevard • Omaha, NE 68137

Business (402) 331-9223

Toll-free (800) 947-7526

Fax (402) 331-5507

E-Mail info@designbasics.com

Internet <http://www.designbasics.com>

Design Basics Fact Sheet

Company Name:	Design Basics Inc.
Corporate Address:	11112 John Galt Boulevard Omaha, Nebraska 68137 (402) 331-9223 fax: (402) 331-5507
Description:	Design Basics Inc. is the nation's largest home plan design firm to the building trade, offering 2,000 home plans through a variety of home plan catalogs and publications which are marketed and distributed nationally via direct mail, consumer newsstand publications and the internet.
Key Executives:	Dennis Brozak, founder and CEO Linda Reimer, President Carl Cuzzo, Lead Designer Janie Murnane, Controller Kevin Blair, Director of Marketing Paul Foresman, Director of Business Development Ruben Soto, Director of Sales
Business Hours:	7:00 a.m. to 6:00 p.m. CST Monday through Friday

... Bringing People Home.

our history

As a leader in the stock home plan industry, Design Basics Inc. designs and markets plans for single-family homes through catalogs, newsstand magazines and home building industry publications. Our company began in 1983 as a custom home plan design firm for the professional builders of our local community, Omaha, Nebraska. As the popularity of our designs increased, we expanded our focus from designing for the local market only, to designing plans that would be adaptable anywhere. Since then, builder as well as consumer interest in our plans has grown tremendously in all 50 states and countries around the world.

Today, we are the nation's largest home plan design service to the building industry, offering a variety of home plans as well as associated products and services. Our company has been recognized nationally for home design, business management, corporate growth, sales and the development of effective marketing products. This growth and success over the years has helped us define our mission statement, "Bringing People Home."

our mission

Where you find our company name, you will usually find our mission statement, *Bringing People Home*. At Design Basics we don't just design and sell home plans. We're a company with many facets – from publishing to land planning – and each plays a part in fulfilling our corporate mission. We understand that every time someone builds a Design Basics home we become a part of a dream fulfilled. We don't take that responsibility lightly. "Bringing People Home" means that we continue to improve with every design we produce, creating places where people will want to live – places that people will be proud to call "home."

Certainly one of the biggest assets we have at Design Basics is our publishing capabilities - both for our own marketing needs, as well as for outside clients. We regularly publish a number of direct-mail publications throughout the year in addition to several plan books and scores of advertising and promotional materials. Most of our own publications are mailed directly to the home building trade and a number of our plan books are nationally distributed through bookstores.

We also publish *Her Home Magazine* four times each year. This magazine, aimed specifically at women, offers timely tips on building or remodeling a home.

We employ an award winning marketing and publishing staff with qualified research, writing, editing, production and list management personnel. This staff includes a knowledgeable and creative graphic arts department with complete design, layout and pre-press capabilities.

In addition to the publications we produce in-house, our plans appear in hundreds of newspapers throughout America in syndicated "home of the week" features. On an even larger scale, Design Basics plans are featured regularly in national shelter magazine titles such as *Woman's Day Favorite Home Plans*, *Home Magazine's Home Plans*, *House Beautiful Houses & Plans*, *Good Housekeeping Home Plans*, *Country Living Dream Homes*, *Better Homes and Garden's Home Planning Ideas and Traditional House Plans*, *Home Planner Magazine*, *HomeStyles Magazine* and others.

electronic publishing

www.designbasics.com. Design Basics' web site is widely recognized as one of the top sites in the home plan design industry. The site offers a variety of features to assist builders and buyers alike in discovering their "perfect" home plan. Site features include:

- Over 1,900 stock plans
- Specially featured designs
- Monthly specials
- Home design search engine
- Home builder links
- Plan book library
- New plan and product information
- Building industry links
- Alternative construction information
- Answers to commonly asked questions

corporate relationships

In addition to publishing, much of our marketing is integrated into the corporate relationships we continue to foster. A notable example is our association with Forbes, for whom we designed The Forbes Collection™ of Home Plans. The designs for this beautiful collection were based on actual residences of the Forbes family, both domestic and abroad. Another relationship with The National Cancer Awareness Foundation provided us the opportunity to design a 3,100 sq. ft, 1-1/2 story home that was constructed on an ocean-going barge. The home traveled down the East Coast of the U.S. in the summer of 2001, stopping at several ports of call for public tours, fashion shows, etc. to raise money for this worthwhile charity. Over the years, the value of corporate relationships has been proven over and over again.

Within the homebuilding industry, we enjoy solid working relationships with major manufacturers of building products, materials and home appliances. Other marketing ventures have included the design of a home for Room by Room, sponsored by Dutch Boy Paints and aired on HGTV over thirteen episodes. A thirty-second commercial for Design Basics was produced in conjunction with the airing of that program.

homeplan design

Design Basics creates one-of-a-kind custom home plans for homeowners with a unique vision or individualized needs. Also, over the years we have created several home plan collections. Each collection exhibits diversity in style and focuses attention toward the specific needs and wants of builders and homebuyers alike.

agency relationships

A more **innovative** design strategy is employed in our work with other home design firms through agency relationships. In such arrangements, Design Basics becomes the exclusive publisher and marketing agency for other home plan design companies. Our success with agency relationships can be attributed to finding high-quality design firms who have previously received little or nothing in the way of national exposure. By casting the spotlight on these companies who complement our designs, we've **gained** market share and have launched these affiliate designers into the national arena.

national & community service

Design Basics prides itself on contributing both time and materials to worthy causes.

Design Basics locally supports, and company CEO Dennis Brozak chaired for 10 years, the Metropolitan Omaha Builders Association's Architectural Awards Program for high school students.

Design Basics is a corporate partner with the Industry Education Alliance training program of the Home Building Institute, the educational arm of the National Association of Home Builders.

Design Basics supports education and non-profit organizations by making home plans available.

Dennis Brozak, CEO, and Linda Reimer, President, are members of the committee for the Council of Publishing Designers whose purpose is to raise the standards of the home plan design industry. Linda also serves on the Council's Internet Committee.

Linda Reimer serves on the American Institute of Building Designers copyright committee, whose sole function is to pursue and ensure general compliance with United States Copyright Law.

Dennis Brozak has served as a member of the Design Committee for the National Association of Home Builders.

Dennis Brozak has served on the Small Business Council of the U.S. Chamber of Commerce.

awards & honors

Over the years, hundreds of homebuilders have received awards for homes they've built from Design Basics plans and entered in special events such as street of dreams or parade of home events. In as much as we are pleased to contribute to the success of our customers, Design Basics itself has also been recognized with several awards for accomplishments in the home building industry as well as in business. A highlight of a few of these awards follows:

Home Building Industry Awards

- Best Customer Service from Home Planners and BUILDER Magazine (2 awards)
- BUILDER Magazine's Best Selling Home Plan (4 awards)
- Sales and Marketing Award from the National Association of Home Builders

Business Awards

- INC. Magazine's Top 500 list as one of America's fastest-growing private companies (2 consecutive years)
- Entrepreneur of the Year in retail/wholesale distribution awarded by Ernst & Young, INC. Magazine and Merrill Lynch
- Top State Designee of the Blue Chip Enterprise initiative awarded by the United States Chamber of Commerce, Connecticut Mutual and Nation's Business Magazine