



# Investment Guide

Creative Founder Design Studio  
Greenville, SC

# **Bespoke Residential Architecture**



Designing and constructing a home is a significant investment and it's an emotional investment as much as a financial one, an intimate process. It's no wonder that many of our clients have become close friends as a result of our collaboration.

Like any relationship, it takes time to build trust and understand how we can best work together.

This guide is the first step in that process. We've created it so you can learn more about how we work, how we think and what it takes to create the home of your dreams.

If we've left anything out or you still have questions after reading through it, please reach out, we're here to help!

Cheers,

A handwritten signature in black ink, appearing to read 'J. Moore'.

Jared Moore, AIA  
Founder & Principal Architect

# About Us

# Hello

We're an entrepreneurial design studio that designs and develops bespoke homes for people and their experience of place.

Guided by our process of discovery and collaboration, we are thoughtful stewards of place, and work to create meaningful homes that inspire and elevate the way you live.



## **Risk Takers. Place Makers. Storytellers.**

We are Creative Founder.

A name can say a lot, and ours is a combination of the beliefs we hold most true. As creative's, we value the experience and process of design, and as founders we embrace the unknown and opportunities of entrepreneurship. Our capabilities span across many different disciplines, which allows us to take a more holistic and thoughtful approach towards every project.

Our work is comprised of two project types, designing custom homes for clients and the design and development of bespoke homes for sale. Our role as developer allows us to become more integrated with the process of building high quality custom homes, and these experiences are directly incorporated into our work with clients.

## Why Us?

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We believe that home is one of the most sacred places we spend our time. Its role is not one of loud flamboyant gestures, but rather a subtle and calming embrace that fosters our most important relationships and experiences. It plays an influential role in all phases of life, and serves as a backdrop to some of life's most special moments.

When we have the opportunity to design a home, we feel an enormous sense of responsibility to create a sense of place. Our role as architect is not to just create series of spaces, but rather weave a narrative that harmonizes with both the landscape and homeowner's aspirations to enhance their experience of place.

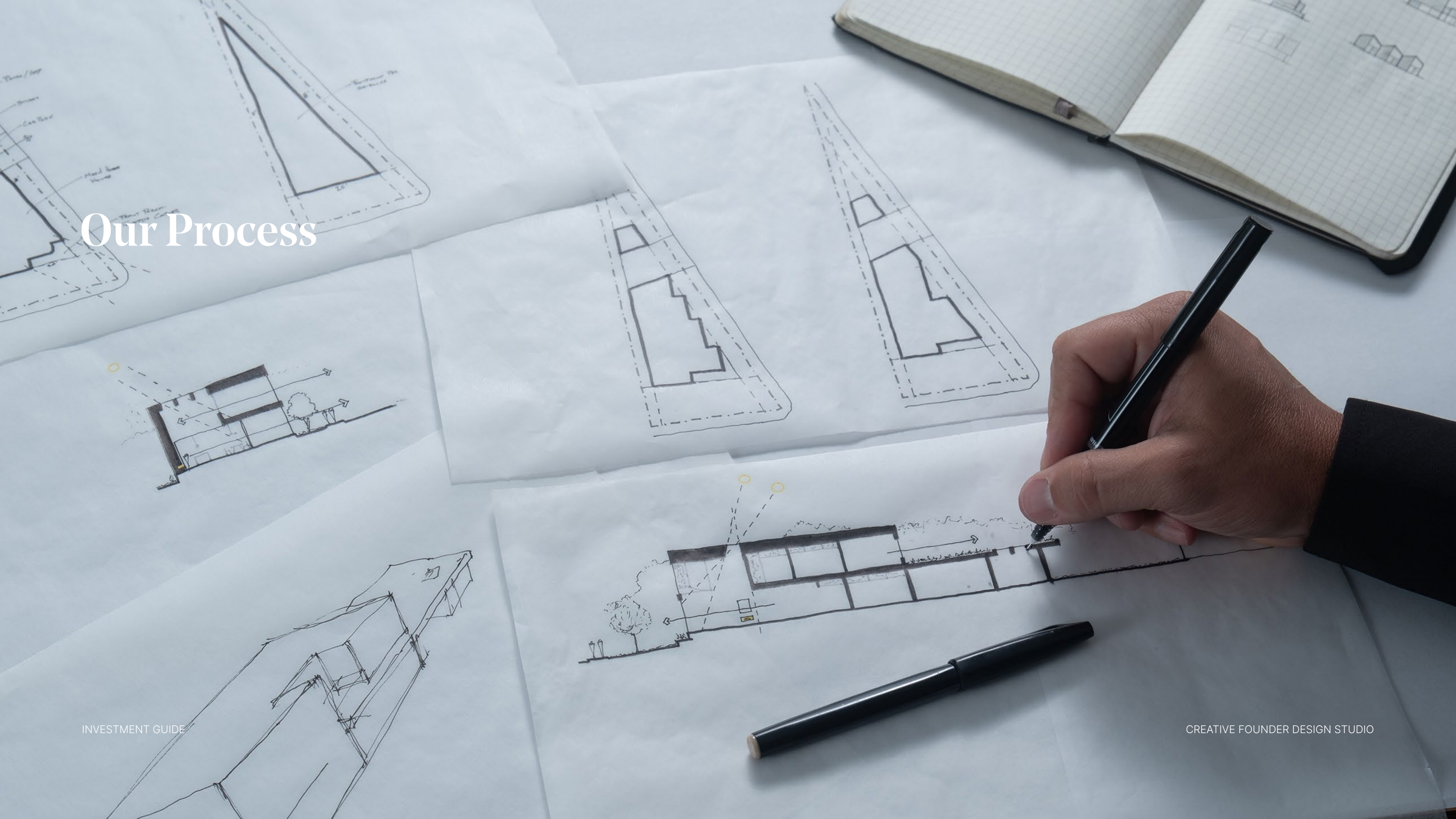
To create a sense of place, our homes are designed through a thoughtful and guided process of discovery. We ask lots of questions and create multiple iterations of a design to seek out a homeowner's true desire for their home. This process is one of high collaboration with the homeowner, builder, and specific tradespeople who will build the home. We view contractors as an integral part of what we do, as they serve

as our eyes and hands in the field. We rely on and often defer to their knowledge, skill, and fine craftsmanship to give our design ideas physical form.

Construction can be an incredibly stressful time, as budgets are tested and unexpected conditions and delays arise. How these inevitable aspects of construction are handled is what will determine the finished result of the home. Our belief is that early and often collaboration and planning with the homeowners, design professionals, and builder is what allows for the highest chances for success.

Our experience as a company goes beyond just architecture, as we actively take on the role of developer and sometimes the builder of our own projects. These experiences have greatly influenced our craft as architects while also providing a thorough understanding of the financial risks and stresses a homeowner can experience during construction. We believe that these experiences outside of architecture and our emphasis on collaboration are what allows us the most success with our clients.

# Our Process





A serene landscape featuring a calm lake in the foreground that perfectly reflects the surrounding environment. On the right side, a dense forest of tall, dark evergreen trees stands against a clear, light blue sky. The water's surface is still, creating a mirror-like reflection of the trees and the sky. The overall atmosphere is peaceful and natural.

We design  
bespoke homes  
for people and  
their experience  
of place.

Derived out of our curiosity with people and how they experience place, we view design as a process of discovery. One where iteration is used to reveal, create and refine our thoughts and ideas.

We like to think that we're more like guides on a journey rather than just designers, and together with the homeowner we discover the home they truly desire. With all egos and preconceived notions checked at the door, we open ourselves up to all the possibilities of a heuristic and iterative process.

Our main objective is to make this process as transparent, easy to follow and enjoyable as possible. We've outlined on the following pages the phases of our design process what to expect during each one.

Most importantly, trust the process and know that we're with you for every step.

"Take the first step in faith. You don't have to see the whole staircase, just take the first step."

*Martin Luther King Jr.*

## **Our Process**

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# Phases

Our design process consists of four design phases and one final phase for construction.

## 01 Pre Design

- Site analysis
- Programming
- Existing conditions
- Budgeting
- Code review

## 02 Schematic Design

- Concept Generation
- Basic Design & Drawings
- Massing & Form Study
- Budgeting

## 03 Design Development

- Refinement of Design Scheme
- Additional Drawing Detail
- Basic Material Selections
- Preliminary Pricing Drawings
- Budgeting

## 04 Construction Documents

- Permit & Construction Drawings
- Project Specifications

## 05 Construction Administration

- Observe Construction
- Site Visits
- Shop Drawing Review
- Punch List
- Project Close Out

# 01

## Pre Design

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# 01 Pre Design

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## Client Requirements

Site survey

Septic design *(only if using septic system)*

Existing conditions survey *(only for renovations)*

Signed Authorization Letter

Questionnaire Complete

## Deliverables

Approved Building Program

List of Required Design Features

Initial Site & Zoning Analysis

Initial Project Schedule

In many ways good design can be determined by the amount of research undertaken at the beginning, as design is a tool best used when focused.

During this phase we ask lots of questions and have guided discussions on what it is that you're truly looking for in a home. The results of these initial questions and discussion will form both the building program and overall design brief, which will serve as our framework for moving forward with our conceptual and schematic design.

We also conduct initial research on local codes, zoning, and study your site in terms of topography and potential building locations.



# 02

## Schematic Design

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## 02 Schematic Design

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### Client Requirements

Approved Design Concept to Advance to DD

### Deliverables

Conceptual Drawings, Diagrams, and Sketches

Conceptual form & massing studies

Basic Schematic Drawings - Site Plan, Floor Plans,

Exterior Elevations

Conceptual Exterior 3D Renderings

Updated Project Schedule

During this phase, we work together to develop initial concepts and define the rough shape of the building. We will generate multiple design options, typically two - three, using the information gathered in the previous phase.

These early concepts will serve as a foundation for decision-making as the project progresses to a more detailed design.

We present these schematic ideas in loose form: sketches, diagrams, drawings, and sometimes digital models. They're intended to evoke new ideas and spark feedback from you, not as final plans.

If a general contractor is already involved, we'll meet with the construction team to solicit feedback on phasing, site logistics, and project feasibility.

Our discussions aim to refine the designs, eventually selecting a single preferred concept that may integrate elements from various options. This phase concludes with your choice of one scheme to advance further.



# 03

## Design Development

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## 03 Design Development

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### Client Requirements

Approved Design / Drawings to Advance to CD

### Deliverables

Architectural Site Plan  
Dimensioned Floor Plans  
Exterior Elevations w/ Material Legend  
Building Sections  
Basic Interior Elevations  
Door & Window Schedules  
Lighting Layout  
Structural Drawings as Required  
Mechanical Systems Concept  
Updated 3D Exterior Renderings

In this phase, we transition from schematic planning to digital drawing creation. We finalize the position of the building composition on your site, considering existing contours and how topography influences the building's placement.

As we draft floor plans and delineate the walls, windows, doors, and stairs, the project starts to take shape. We further refine room sizes, building volumes, and generate the initial exterior elevations, while also considering material choices.

Together, we choose the material palette and select building systems such as structural, mechanical, heating, and lighting. This phase generally requires more intense decision making as we start to refine the design and details that will become more permanent with the home.

This phase begins our coordination with expert consultants. We always employ a structural engineer to ensure the highest quality and performance, particularly important for projects exposed to extreme coastal weathering conditions. Additional consultants like energy, landscape, or lighting professionals may be brought in as needed.

If a contractor is already on board, we'll confirm with them that the design is still aligned with the allocated budget and that there are no known obstacles to securing a building permit for the chosen design.

# 04

## Construction Documents



## 04 Construction Documents

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### Deliverables

Fully Coordinated Set of Drawings for Permitting & Construction:

- Architectural Site Plan
- Foundation Plan
- Floor Plans
- Reflected Ceiling Plans
- Exterior Elevations
- Building Sections & Wall Sections
- Exterior Details
- Interior Elevations & Details
- Door, Window, & Finish Schedules
- Electrical Floor Plans
- Project Specification
- Structural Drawings & Details

*(Provided by Structural Engineer if One is Involved)*

This phase fixes all the information about the house into a detailed set of drawings and specifications that will be used by the building team for final pricing and executing the construction. Think of it as an instruction manual.

If a general contractor is involved, we will work with them to solicit feedback on any critical design features and details. The end of this phase will result in a set of drawings that will be submitted for permitting. In many cases, the general contractor will be the one to submit them for permit, however we will remain involved to answer any questions or provide additional drawings/information. While the permitting process is typically straightforward, complex sites may require earlier involvement, which is determined during the Predesign phase.

Most of your decision-making is behind you, our need for your time and input will be minimal. However, if there are outstanding interior selections or cabinetry design decisions, we'll meet as often as necessary to confirm those.



# 05

## **Construction Administration**

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## **05 Construction Administration**

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### **Deliverables**

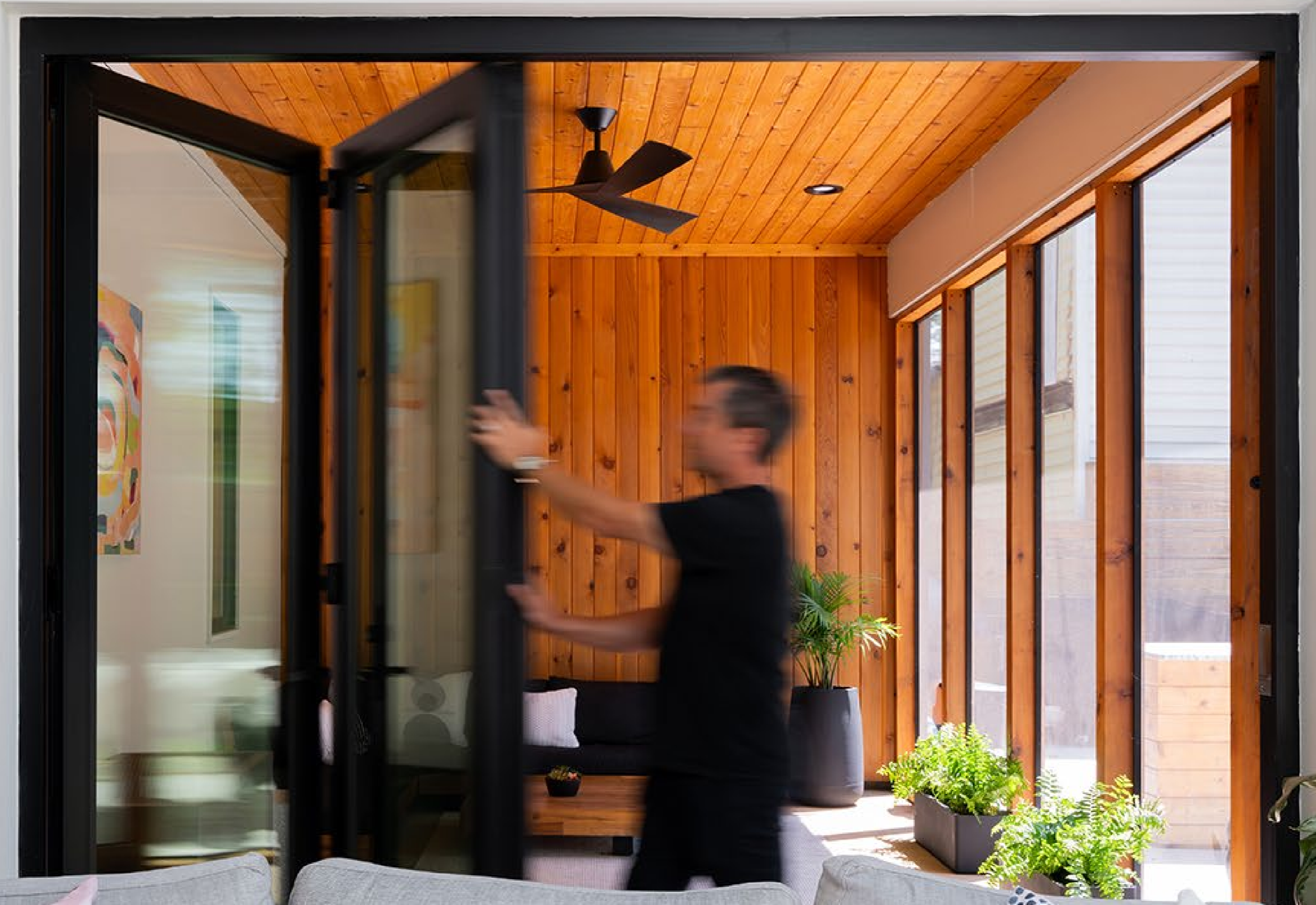
Conduct Regular Site Visits to Monitor  
Construction Progress & Quality  
Attending Schedule OAC (Owner, Architect,  
Contractor) Meetings  
Review and Approve Shop Drawings  
Respond to Contractor RFIs  
Review and Approve Change Orders  
Assist in Review of Contractor's Pay Applications  
Perform Final Walk-Through with Homeowner and  
Assist with Creating a Punch List

During the Construction Administration (CA) phase of the project the drawings are complete, a building permit has been issued and construction has begun.

Our role during this phase is to help administer and oversee construction to ensure that the design intent is being met and executed to our specified requirements.

Though we recommend our CA services, they are not required and it's up to the homeowner to decide if they would like us involved during construction. Our fees for CA are billed hourly as required.

# Case Studies



# 3 Mason

## An urban family home

Greenville, SC

Designed for a small family, 3 Mason was designed to maximize the use of a small urban infill lot in the active and walkable neighborhood of The Village of West Greenville. The home's open floor plan allows for entertaining and flexibility, and features a large folding door off the living room for greater indoor/outdoor living.

The design of the home focused on flow and volume balanced with the appropriate amount of natural light for each space. The home's massing and exterior took some design inspiration for the surrounding mill homes while also incorporating more modern elements and detailing.

### Project Scope

Full Service Architecture

Interior Design

Construction Management

### Stats

2-Story - 2,300 SF

3 Bedrooms & 3 Bathrooms

Completed: 2021

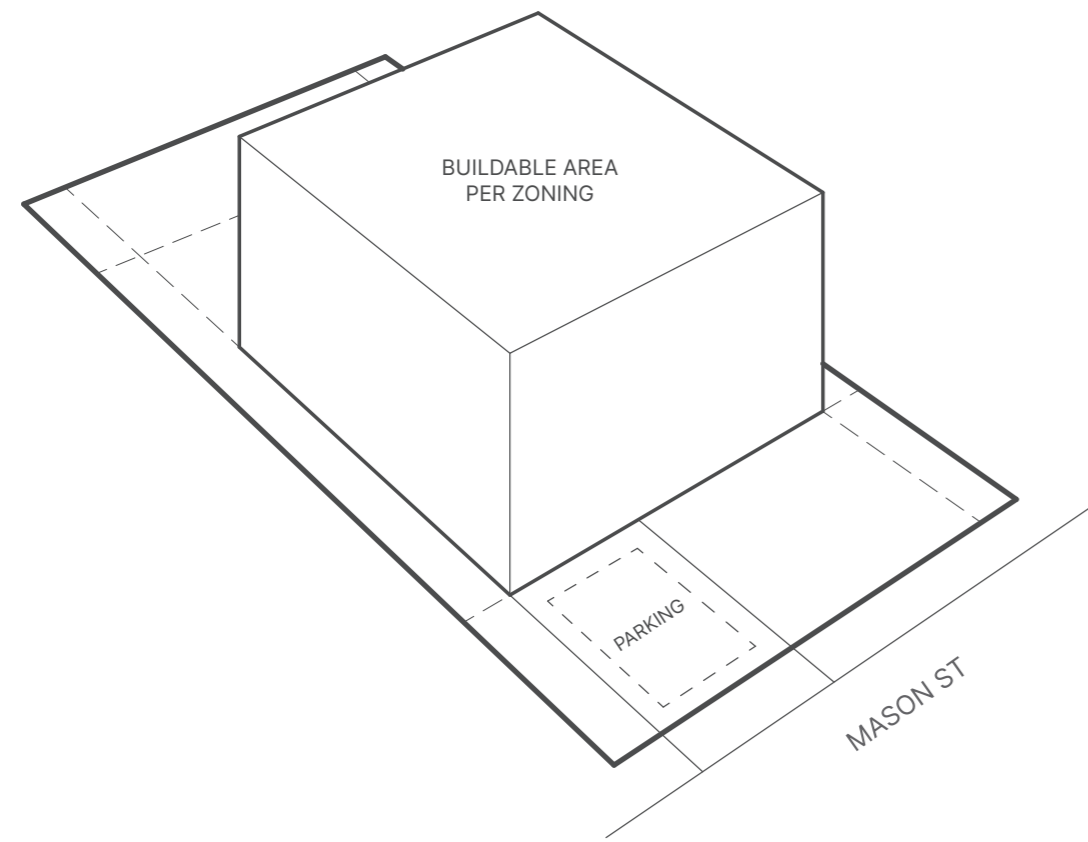






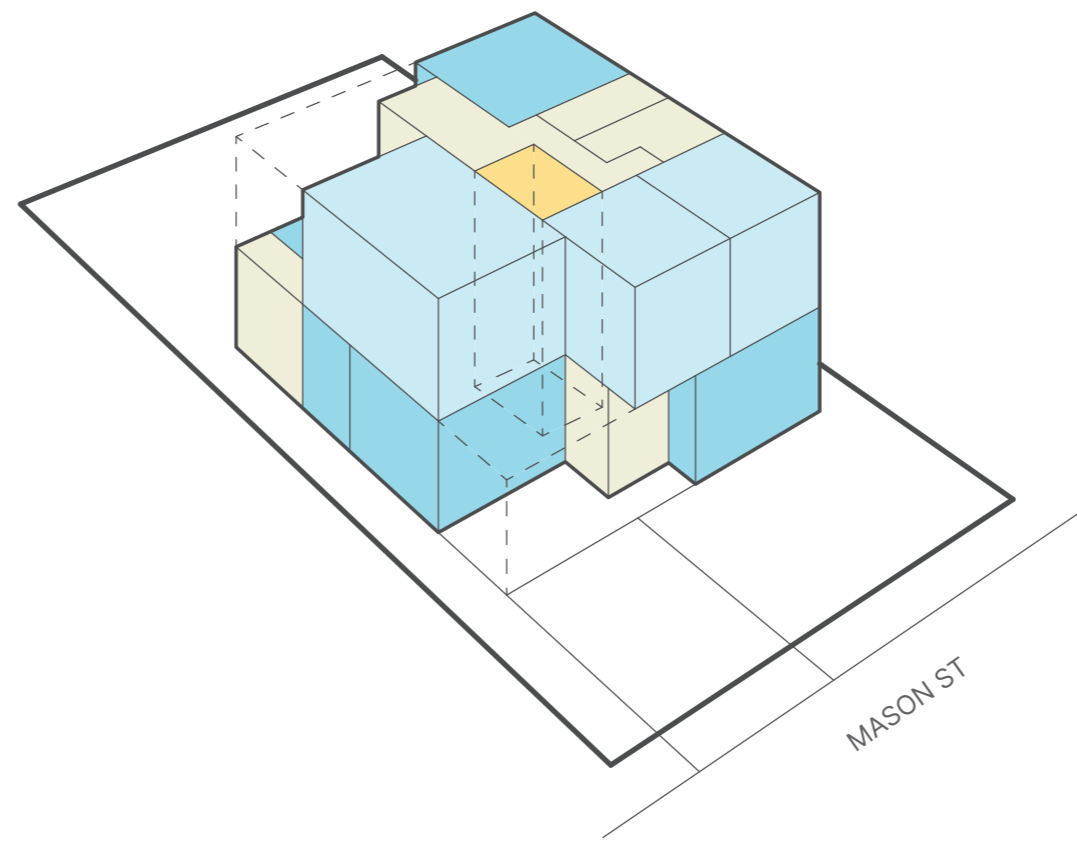
# Design Process

- PUBLIC / SOCIAL
- PRIVATE / BEDROOMS
- STAIRS
- ACCESSORY / TRANSITIONAL



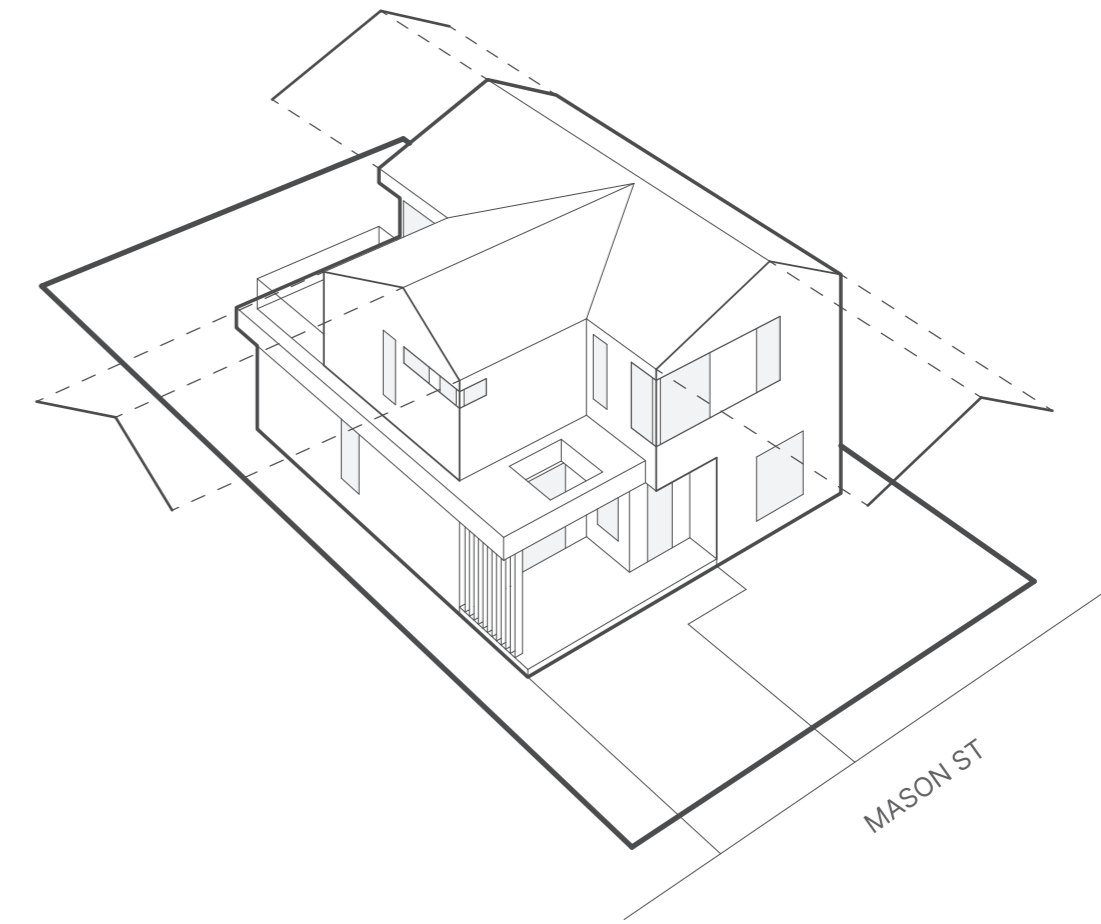
## 1. Zoning Envelope

Designed for a small family, 3 Mason was designed to maximize the use of a small urban infill lot in an active and walkable neighborhood. Because of the small lot size, the home had to span the entire allowable width of the lot.



## 2. Building Program

The building program was designed to allow for privacy for the bedrooms while placing the more social spaces to engage the street and outdoor living areas. The stairs were placed central to the home to provide a natural flow through the volumes.



## 3. Conceptual Massing

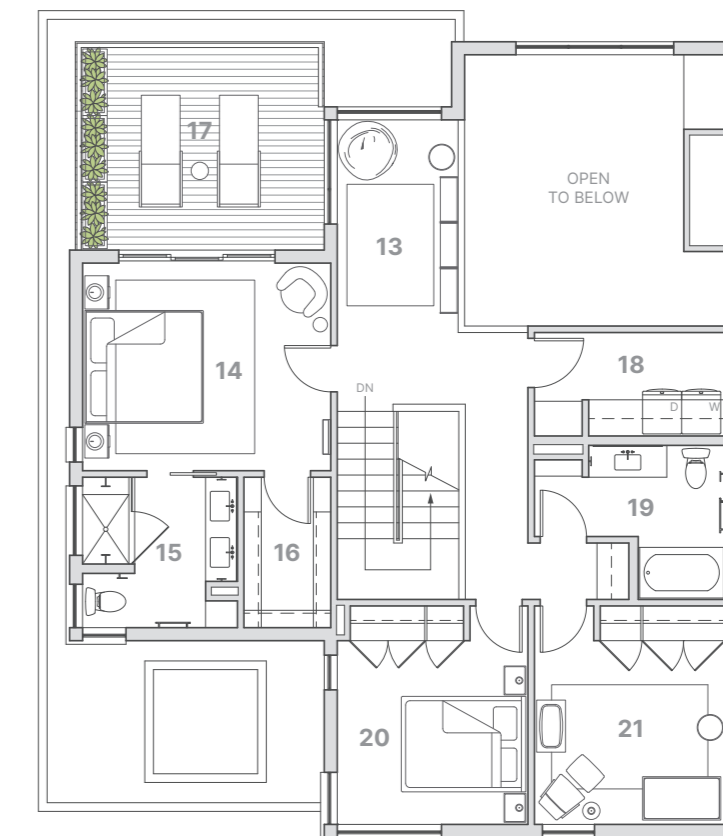
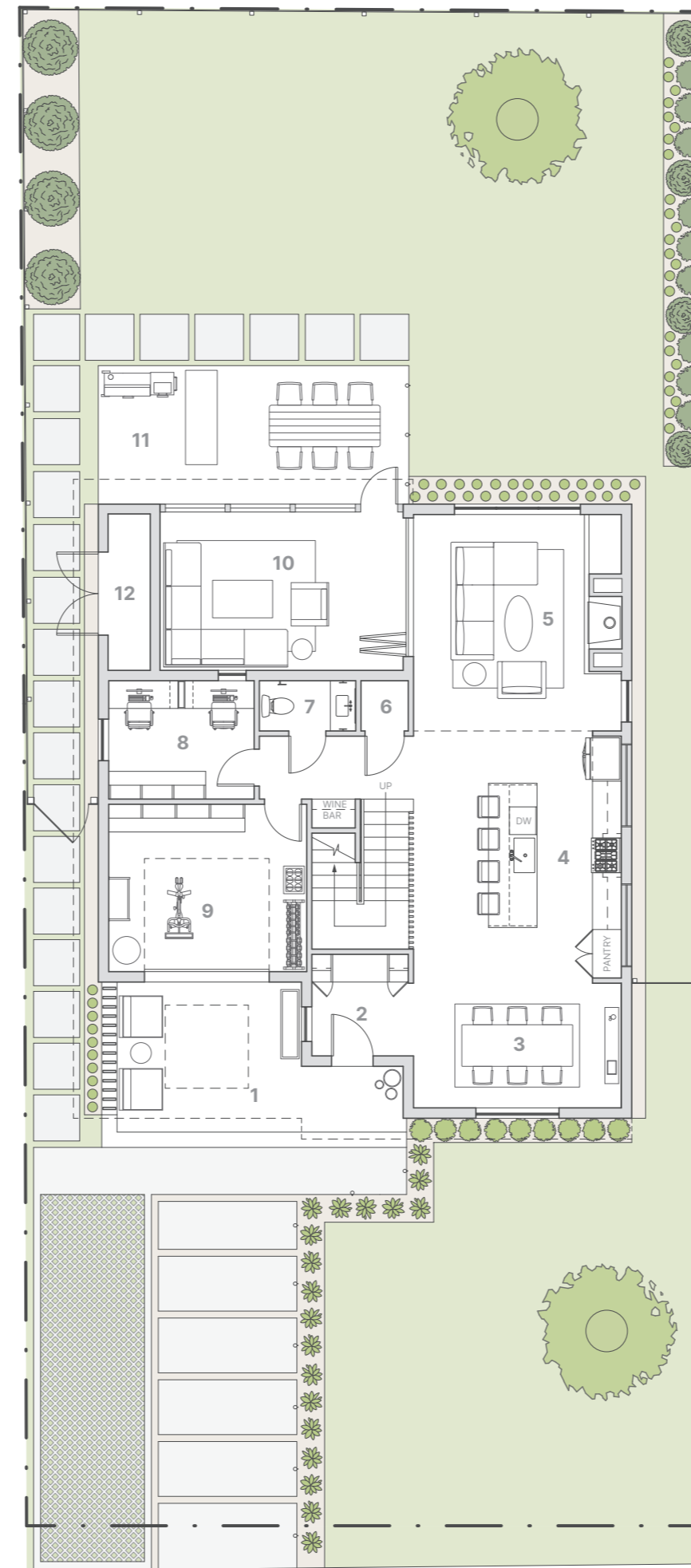
The home's massing takes some design inspiration from the surrounding mill homes while incorporating more modern elements and detailing. The strategic window placement framed specific views while also allowing for the appropriate amount of natural light for each volume.

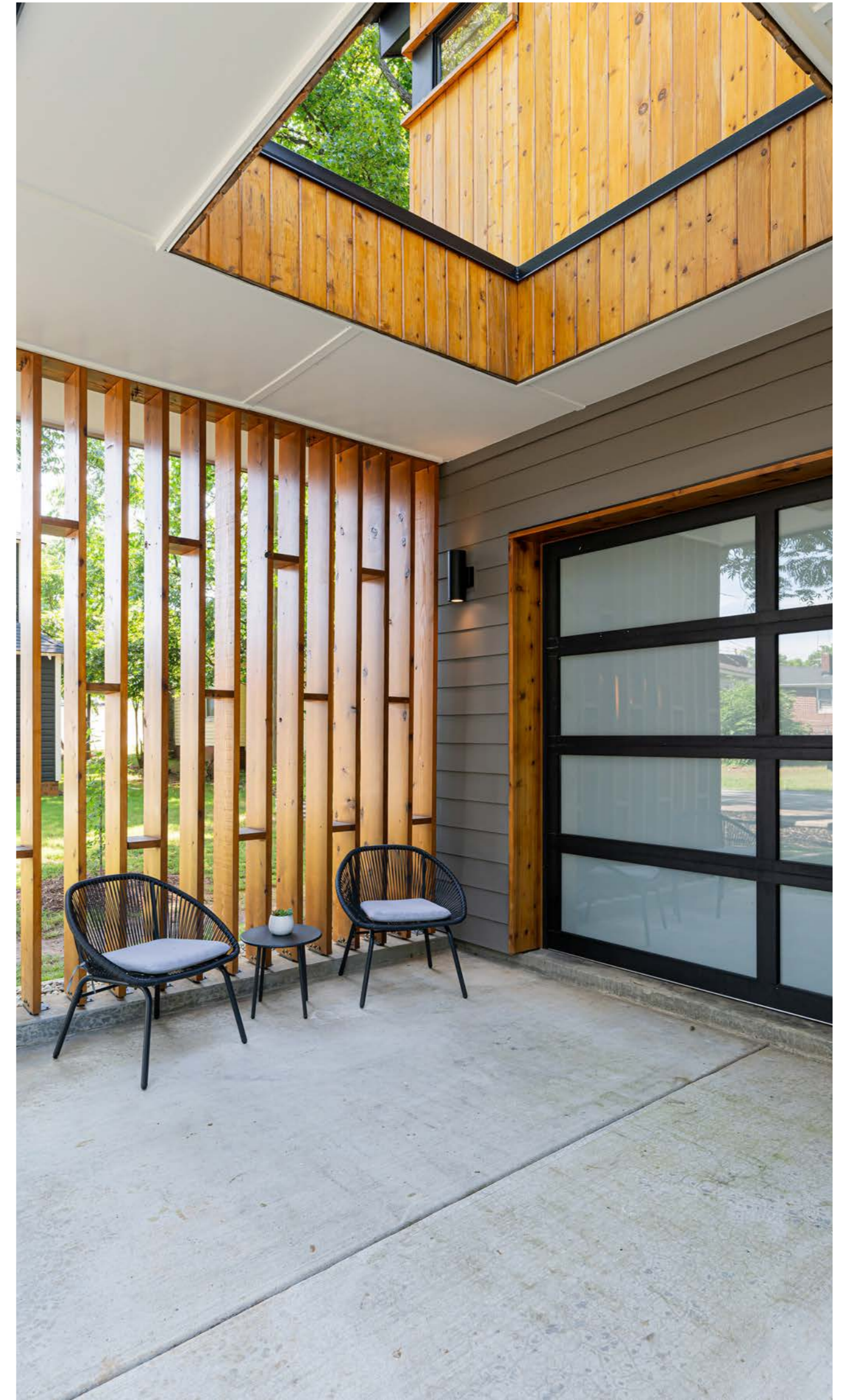


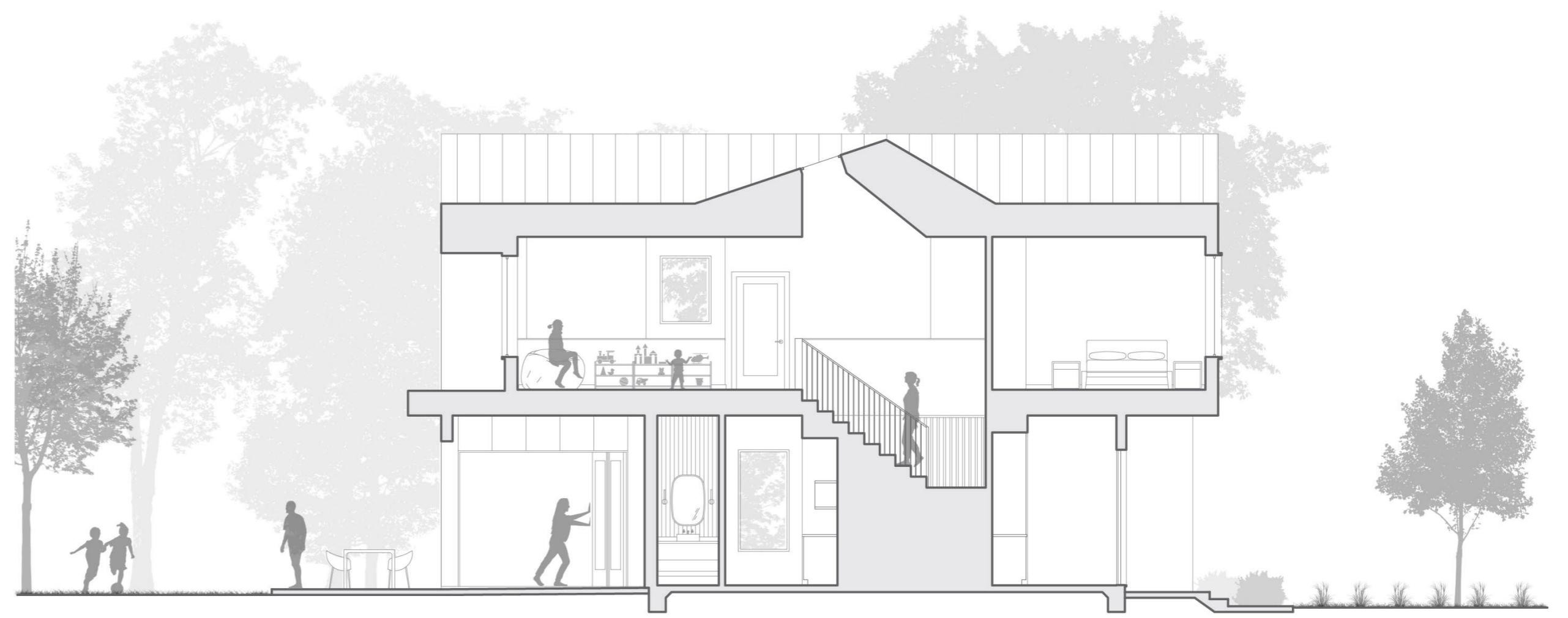
INVESTMENT GUIDE



- |                   |                      |
|-------------------|----------------------|
| 1 COVERED PORCH   | 12 STORAGE           |
| 2 FOYER           | 13 LOFT / PLAY ROOM  |
| 3 DINING ROOM     | 14 PRIMARY BEDROOM   |
| 4 KITCHEN         | 15 PRIMARY BATH      |
| 5 LIVING ROOM     | 16 CLOSET            |
| 6 STORAGE         | 17 ROOF TERRACE      |
| 7 POWDER          | 18 LAUNDRY           |
| 8 OFFICE          | 19 BATH              |
| 9 FITNESS         | 20 BEDROOM           |
| 10 SCREENED PORCH | 21 BEDROOM / NURSERY |
| 11 BBQ / PATIO    |                      |

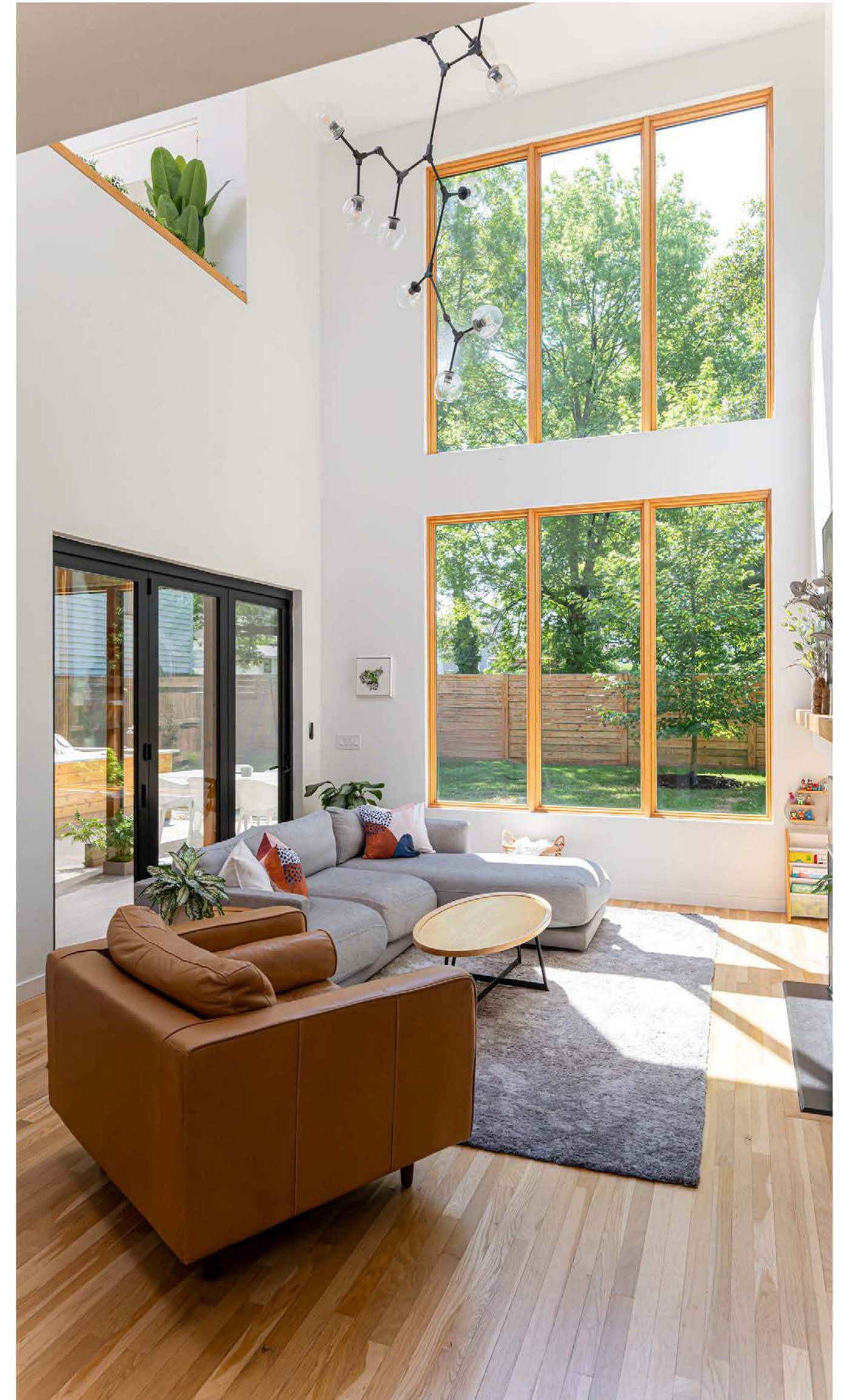


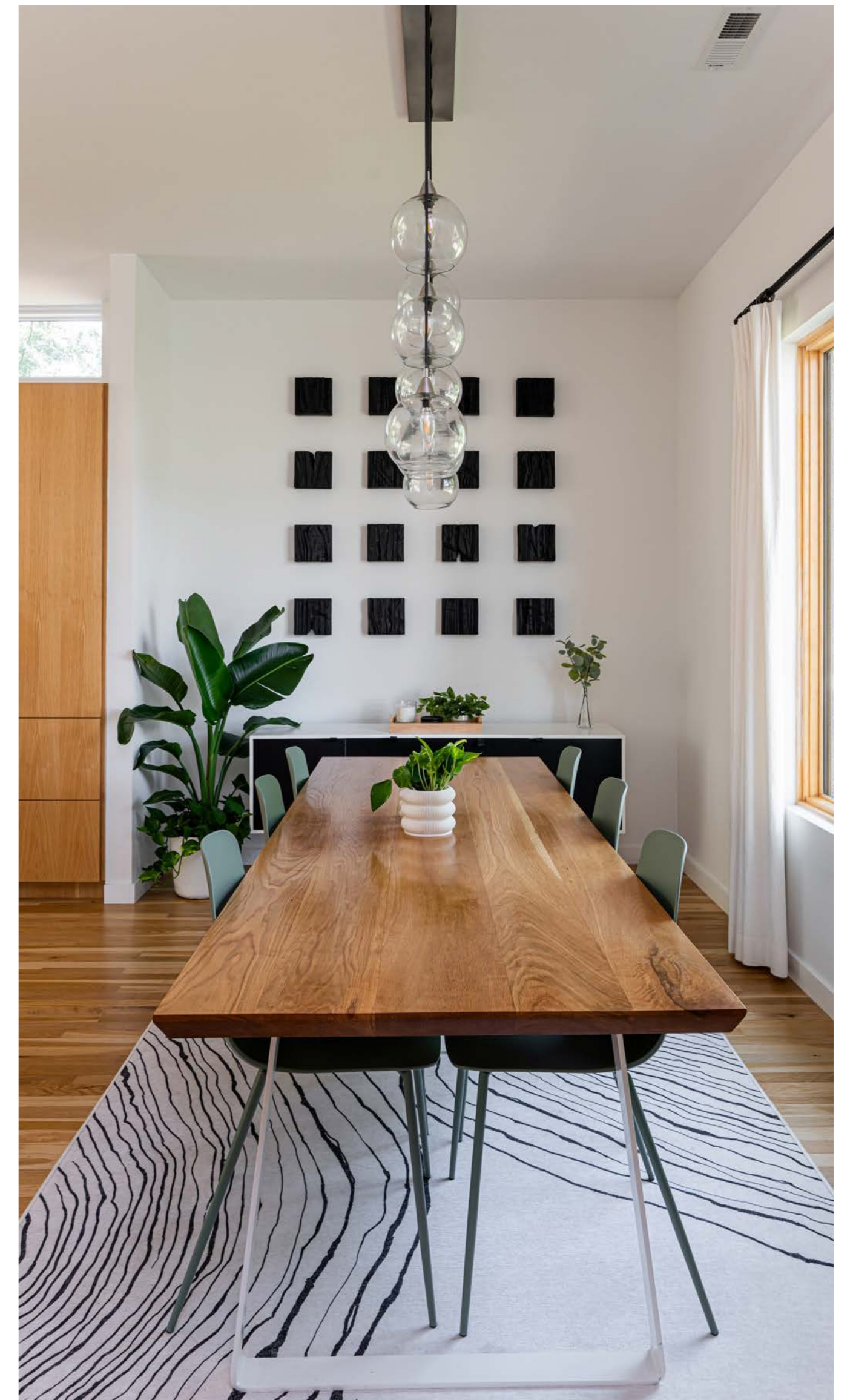




CREATIVE FOUNDER DESIGN STUDIO













# McCall Residence

## A bespoke urban retreat

This modern home was designed to create a resort like retreat while maximizing the small urban lot to its full potential. The floor plan allows for multiple areas for entertaining along with a backyard and pool that would serve as an urban oasis. The spatial volumes and orientation of the stairs were designed to create a natural sense of flow through the home.

The third floor perch was designed to step back from the massing of the home, and create an intimate roof space with a seamless indoor/outdoor environment.

### Project Scope

Full Service Architecture

### Stats

3-Story - 3,100 SF

3 Bedrooms & 4 Bathrooms

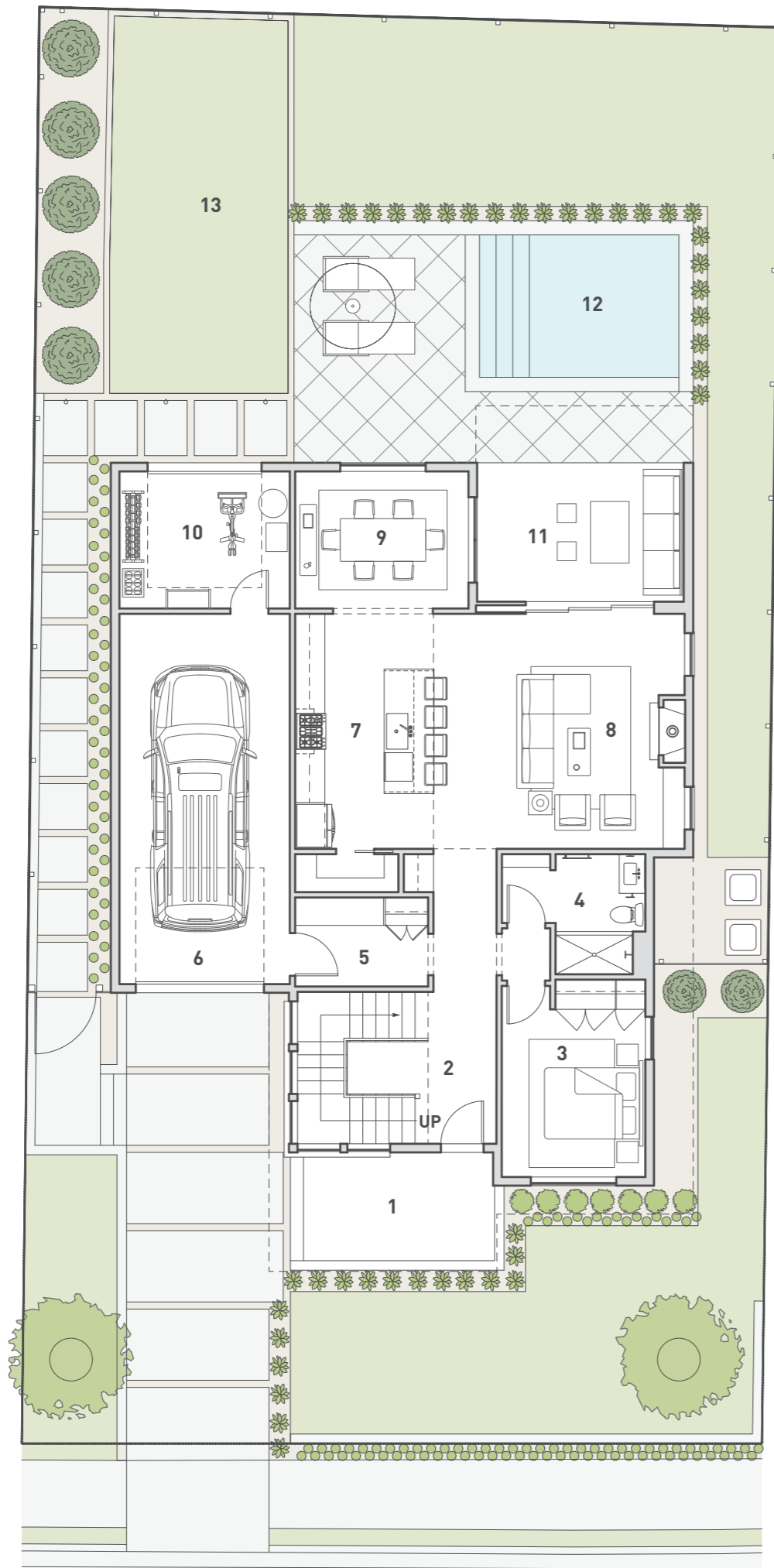
Completed: 2023





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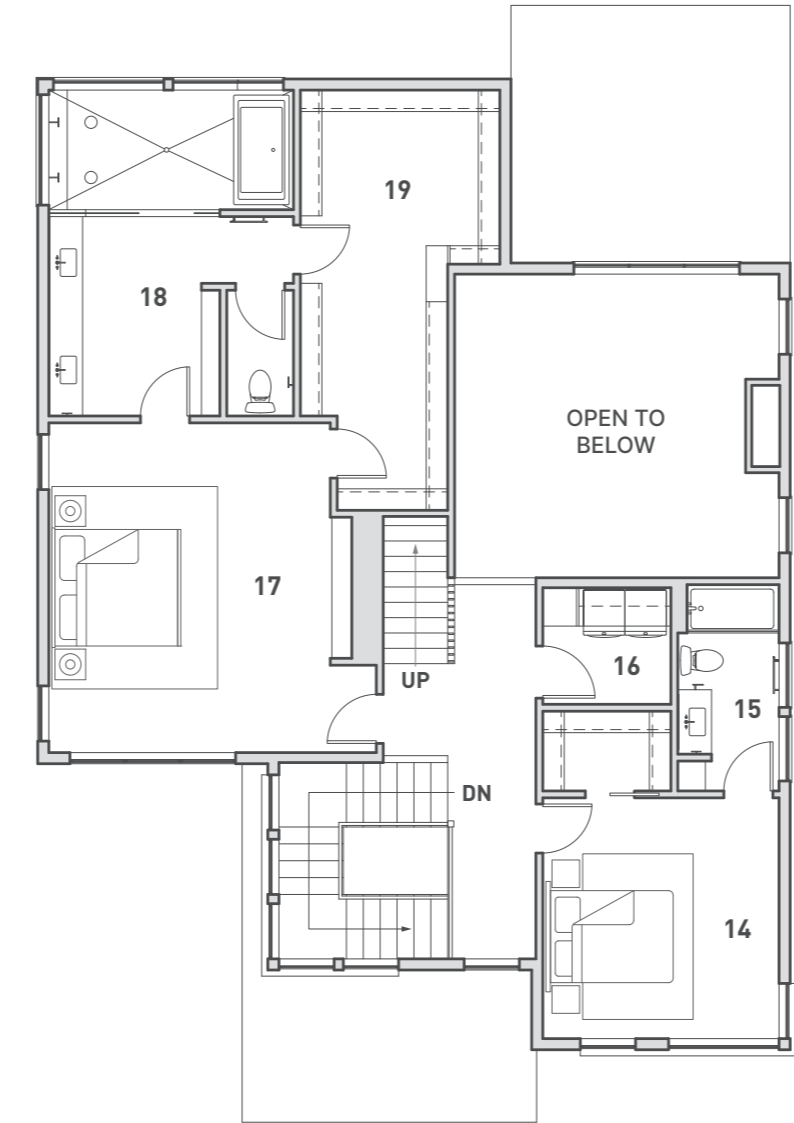




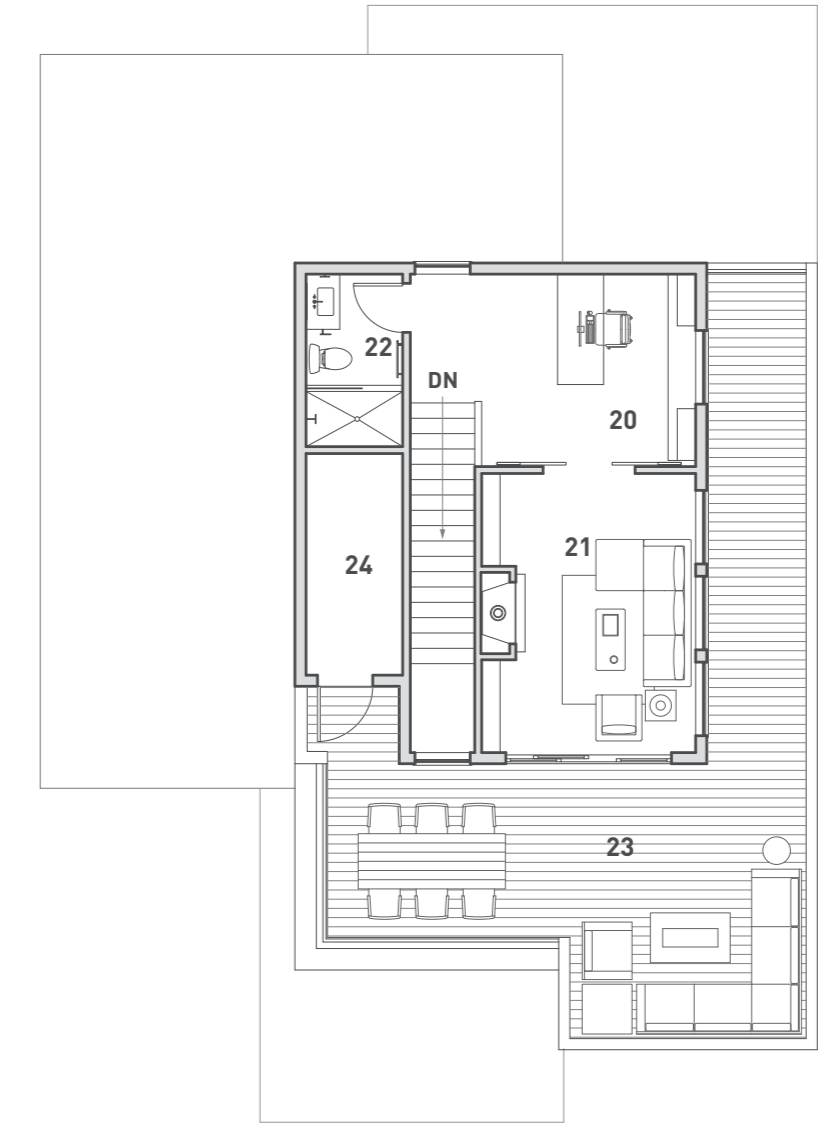
LEVEL 1



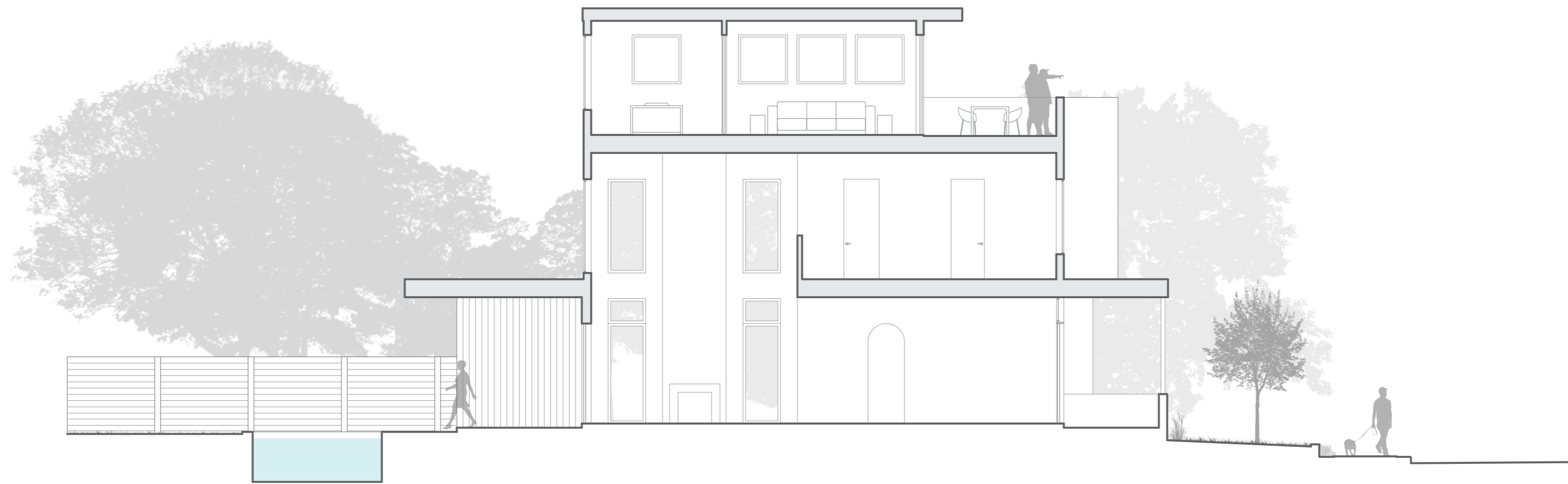
- 1 COVERED PORCH
- 2 FOYER
- 3 BEDROOM
- 4 BATHROOM
- 5 DROP OFF
- 6 GARAGE
- 7 KITCHEN
- 8 LIVING ROOM
- 9 DINING ROOM
- 10 GYM
- 11 COVERED PORCH
- 12 POOL
- 13 PUTTING GREEN
- 14 BEDROOM
- 15 BATHROOM
- 16 LAUNDRY
- 17 PRIMARY BEDROOM
- 18 PRIMARY BATHROOM
- 19 PRIMARY CLOSET
- 20 STUDY
- 21 LOUNGE / MEDIA
- 22 BATHROOM
- 23 ROOF TERRACE
- 24 STORAGE / MECH



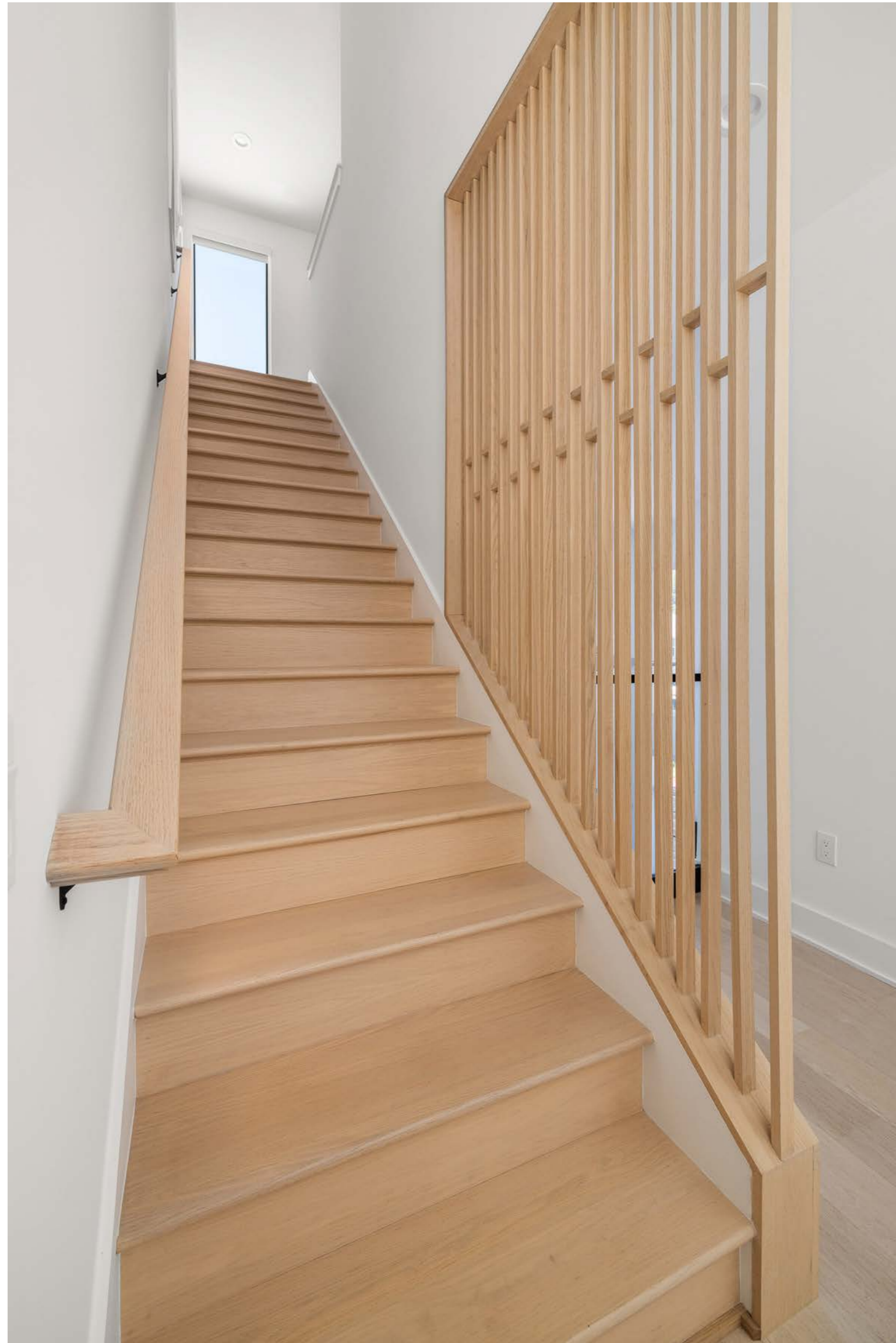
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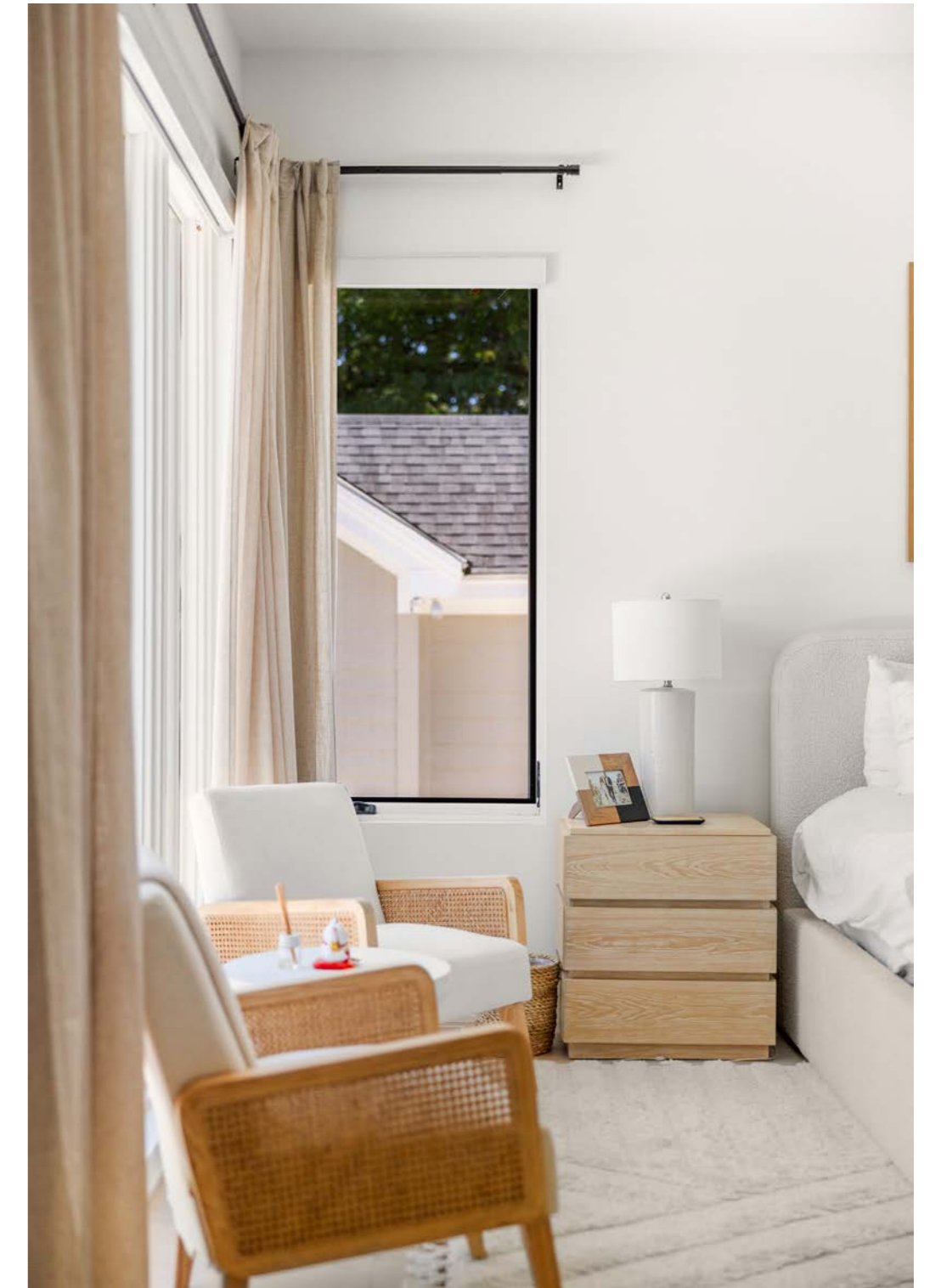
LEVEL 3















# Investment & Timeline



As with the cost of construction, our architectural design fees will depend on many specific factors related to the site, size, design approvals, and details required for the home.

Our fee is typically presented in a lump sum fee that is then allocated into the phases of our design process. Our fee will cover the design of your home and creating the drawings necessary for permitting and construction. Additional engineering drawings are typically required for every project, and those fees are in addition to our design fee.

To help with some initial budgeting, we recommend clients have a budget range of \$8 - \$15 per square foot for architectural services. This does not include the cost of any civil, structural or mechanical engineering, landscape architecture or interior design.

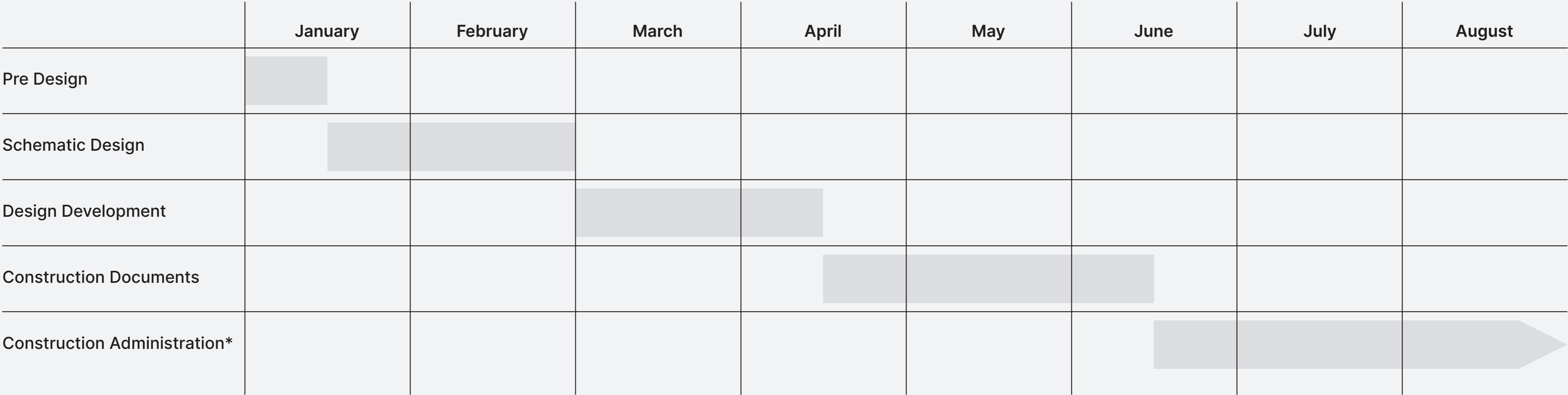
Ultimately, the best way to get a better understanding on our design fees is to reach out via the contact form on our website and start the discussion on your project. During our initial conversations, we will provide an estimated range for our fees and recommended budget for other professional services.

## **Design Fees**

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# Typical Project Timeline

A typical timeline for the design of a custom home varies from 4-6 months, but they can take longer depending on the level of complexity and detail of the design. Below is a quick example of a timeline with our design process.



\* Construction Administration begins once permits are issued, and construction has begun. The process for permitting varies depending on project location, but we typically see 1-2 months for this process once the drawings are completed.

# FAQs



## FAQs

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### What does an architect do?

Simply put, an architect is the designer of your home. We give life to the vision you have for your home and help formulate a plan on paper for getting it built. Our main objective is to be our client's biggest advocate during all phases of design and construction.

While design is a big part of our job, there are many other responsibilities we have that are required to design your home. These include items such as: zoning and building code compliance, understanding city or HOA design guidelines, budget management, and coordinating the design with required engineers and other design professionals. We're also responsible for the many technical details and design specifications for how the home will be built.

### How much does it cost to build a house?

The cost of construction varies greatly and depends on many specific factors related to site, size, level of finish, and design detail. Your specific site will play a big role in the cost of building the home. For example, building on a mountain lot with steep topography will be more costly than a flat urban infill lot. In general, we've seen construction costs that range from \$250 - \$500+ per square foot. Where your project fits in that range will depend on the factors above, and this is something we will cover from our very first set of meetings.

One of our main objectives during our initial conversations is to fully understand the site and scope of the home and making sure the proper budget is aligned with the desired outcome.

### When should I hire an architect?

When deciding to work with us as your architect, we recommend you reach out to us once you've purchased or are at least under contract to purchase the land. Our onboarding and interview process can take a few weeks, so it's better to start sooner rather than later. We also book out in advance, so having an agreed proposal will guarantee your project a spot on our schedule.

If some cases we're brought on very early to help evaluate potential sites, and this work is typically done on an hourly basis. Outside of some general site evaluations, we do not provide any design work unless the client owns the site.

### I already have a design, can you just draw it?

While we appreciate your enthusiasm and welcome your ideas, it's essential to clarify that we don't offer drafting-only services. We specialize in providing holistic design solutions that address a broad spectrum of factors, from functionality and aesthetics to sustainability and feasibility. Our expertise lies in crafting comprehensive and tailored designs that not only meet your vision but also optimize your space's potential.

We're here to collaborate with you, leveraging our experience and creativity to bring your ideas to life in a way that exceeds your expectations and fulfills your home's unique requirements.

### How long will it take to design my home?

This can vary depending on the scope and complexity of your project, as well as factors such as your responsiveness to feedback and decision-making. Typically, our design process for a 3,000 - 5,000 SF home will take 4 - 6 months to design.

We'll work closely with you to establish a timeline early in the process that reflects a realistic estimate based on your project scope, budget and goals.

### How much are your fees?

As with the cost of construction, our architectural design fees will depend on many specific factors related to the site, size, design approvals, and detail required. Our fee is typically presented in a lump sum fee that is then allocated into the phases of our design process. Our fee will cover the design of your home and creating the drawings necessary for permitting and construction. Additional engineering drawings are typically required for every project, and those fees are in addition to our design fee.

To help with some initial budgeting, we recommend clients have a budget range of \$8 - \$15 per square foot for architectural services. This does not include the cost of any civil, structural or mechanical engineering or interior design.





# Testimonials



**Creative Founder is incredible. Not enough praise out there to give as they truly turned our dream into a reality.**

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**Blaine Hart**

Greenville, SC



We would highly recommend him to anyone who is not only looking for an outstanding and professional architect, but also for someone who can see your vision and help bring those dreams to life.

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**Michael Mumma**

Greenville, SC

# Team



# Jared Moore

Founder & Principal Architect

Jared is a design driven creator and entrepreneur. He launched Creative Founder in late 2017 as a way to bridge the gap between his passion for architecture and property development.

Jared has been designing homes for almost 20 years, and his experiences in development and construction has greatly informed his design process and refined his craft as an architect.

Prior to starting the firm, he worked for the renowned Trahan Architects in New Orleans, LA and in Greenville, SC with McMillan Pazdan Smith in the community studio. Jared is a licensed architect and graduate of Clemson University.

When not in the office, Jared is an avid cyclist and can usually be found on the trail or mountain roads of the Upstate. He lives in Greenville, SC and enjoys life in the Upstate with his wife, son, and dog Tilly.



CREATIVE FOUNDER DESIGN STUDIO



# Next Steps

## Ready to transform the way you live?

If you think we would be a good fit for you and your project, we would love to hear from you. We've outlined below the next steps to take to get the process started. We look forward to what comes next.

### 01 Project Questionnaire



Please visit our website's contact page at: [www.creativefounder.com/contact](http://www.creativefounder.com/contact) and fill out our project questionnaire.

We will review your submission and respond within 24-48 hours to let you know if we can take on the project.

### 02 Consultation Call



If we're able to take on your project, we will then schedule a 30-minute consultation call to learn more about you and your goals for the project.

This call will allow us to answer any questions you may have, and also allow us to better understand the full scope of the project.

### 03 Design Proposal



After we've completed the consultation call, we will prepare our design proposal for your project.

Once we have a signed proposal, we will then send over our welcome packet and start the project per the agreed schedule.



**Thank You.**