

# Forge Building Co.

## **Key Messaging:**

Forge Building Co. takes a custom approach to residential home development that caters to the sophisticated tastes of our buyers. Above all, we seek to build trust through relationships with our customers at the cross-section where quality meets luxury.

In recent years, our team has made a conscious shift from custom builds to speculative development in order to offer our partners a truly refined experience.

We welcome new, bold ideas and believe that a keen attention to detail is the secret to creating unique, timeless builds of the highest quality. By integrating the most advanced technologies, methods and materials, we're able to create homes that are built to last.

We've designed a highly-effective project model that tailors to the individual goals and needs of our customers, while providing guidance along the way. This helps us ensure that we deliver on every promise.

With a team of experts dedicated only to the finest, most superior workmanship, we've managed to reinvent the modern building experience.

## **Abbreviated Key Messaging:**

Forge Building Co. takes a custom approach to residential home development that caters to the sophisticated tastes of our buyers.

We welcome new, bold ideas and believe that an extreme attention to detail is the secret to creating unique, timeless builds of the highest quality. By integrating the most advanced technologies, methods, and materials, we're able to create homes that are built to last.

With a team of experts dedicated only to the finest, most superior workmanship, we've managed to reinvent the modern building experience.

## **Taglines:**

High quality homes made with high standards. The proof is in the build.

High quality. High standards. The proof is in the build.

Timeless, superior builds for the modern buyer.

Bringing luxury home visions to life with high-quality at the forefront.

Luxury, speculative homes—built to last, with a quality you can count on.

Custom, luxury homes for the modern buyer.

Reinventing the modern home-building experience for the love of luxury.