

RYAN GRANT

ATELIER

DESIGN & DEVELOPMENT
SOLUTIONS

MARKET AND INDUSTRY ANALYSIS

Market landscape, competitors, trends, and opportunities.

Detailed customer personas, behaviors, pain points, and motivations

TARGET CUSTOMER INTELLIGENCE

TAM/SAM/SOM

Market estimates to quantify opportunity.

Research, problem, solution, USP

PROBLEM & SOLUTION VALIDATION

CAMPAIGN PROPOSAL

Goals and KPIs, messaging and creatives, channel recommendations, predicted outcomes

MARKET AND INDUSTRY ANALYSIS

PRIMARY DESIGN + DEVELOPMENT COMPETITORS

- Dillard-Jones
- CarsonSpeer Builders
- Nunley Custom Homes
- Ferguson Builders
- Riggs Custom Builders
- Boerner Construction

PRIMARY FOCUS

- High-end custom homes
- Luxury design-build
- Renovations + custom
- Remodels + additions
- Full design-build
- Custom + residential

SHARED POSITIONING:

- Design-build model
- Custom homes & renovations
- Full project management

OPPORTUNITY:

- Position as design-forward
- European-inspired
- Transparent pricing alternative

MARKET AND INDUSTRY ANALYSIS

NAICS CODE

541310 - ARCHITECTURAL SERVICES

This industry comprises establishments primarily **engaged in planning and designing residential, institutional, leisure, commercial, and industrial buildings and structures by applying knowledge of design, construction procedures, zoning regulations, building codes, and building materials**

531390 - OTHER ACTIVITIES RELATED TO REAL ESTATE

This industry comprises establishments **primarily engaged in performing real estate related services** (except lessors of real estate, offices of real estate agents and brokers, real estate property managers, and offices of real estate appraisers)

TRENDS

The Southeast is booming with architectural possibilities thanks to rapid urbanization. **Greenville, Charlotte and Atlanta** are seeing an influx of **newcomers**, sparking demand for new housing and commercial infrastructure and keeping architects busy. Different industries and attractive lifestyles keep these cities growing.

New projects exemplifying growth:
Judson Mill Rebrand

South Carolina and North Carolina are the top two states to move to in 2025!

OPPORTUNITIES

- Greenville highly growing city (2024 - 2025)
- **Top 10** growing cities in the United States
 - **21.9% new listings**
 - **Median sales price grown 1%**
 - **Population 1.41% growth**
 - **Sales up 2.6%**
 - **Home value up 1.2%**
- Housing demand is steady, but new listing % shows high speed of new products that need to enter the market quickly
- High Revenue Growth (2025-2030)
- Demand from building, developing and general contracting
- Position as design-forward + European-inspired + transparent pricing alternative.

<https://my-ibisworld-com.libproxy.clemson.edu/us/en/industry/53139/geographic-breakdown>

<https://www.movebuddha.com/blog/moving-trends/>

https://my-ibisworld-com.libproxy.clemson.edu/us/en/industry/54131/performance#performance_performance_snapshot

<https://my-ibisworld-com.libproxy.clemson.edu/us/en/industry/54131/financial-benchmarks>

TARGET CUSTOMER INTELLIGENCE

Current Target Audience: Sally from the Block



DEMOGRAPHICS

- Location: 4 hour travel radius outside Greenville, SC (Charlotte, Atlanta, Charleston)
- Income: \$100K +
- Age: 34 - 45
- Occupation: General Contractors, Home Owners

BEHAVIORS

- Seeks design services for new builds, home renovations, and additions
- Uses social media to find design & development partners

PAIN POINTS

- Struggle finding someone who does both design and development

MOTIVATIONS

- Quality and Trust: Values services provided by trusted referrals

TARGET CUSTOMER INTELLIGENCE

Goal Target Audience: Dan the Developer



DEMOGRAPHICS

- Location: Florida, Tennessee, expand in the Southeast
- Occupation: Large Scale Developers, Home Builders

BEHAVIORS

- Use social media (Facebook/Instagram/LinkedIn) and resources such as National Association of Homebuilders, Southern Living, Regional Homebuilder Associations (Greenville) to find design partners

PAIN POINTS

- Developers often work with data, currently lacks metrics or KPIs to show proven success
- Opportunity: Create KPI's to present to developers
- Example KPIs to implement: task completion rates, time on task, customer satisfaction (CSAT), and conversion rates

MOTIVATIONS

- Developers are motivated by high volume, reliable, and profitable projects
- They already have established partnerships, so need to emphasize unique selling proposition to stand out

TOTAL ADDRESSABLE MARKET (TAM)

HOUSEHOLD BASE

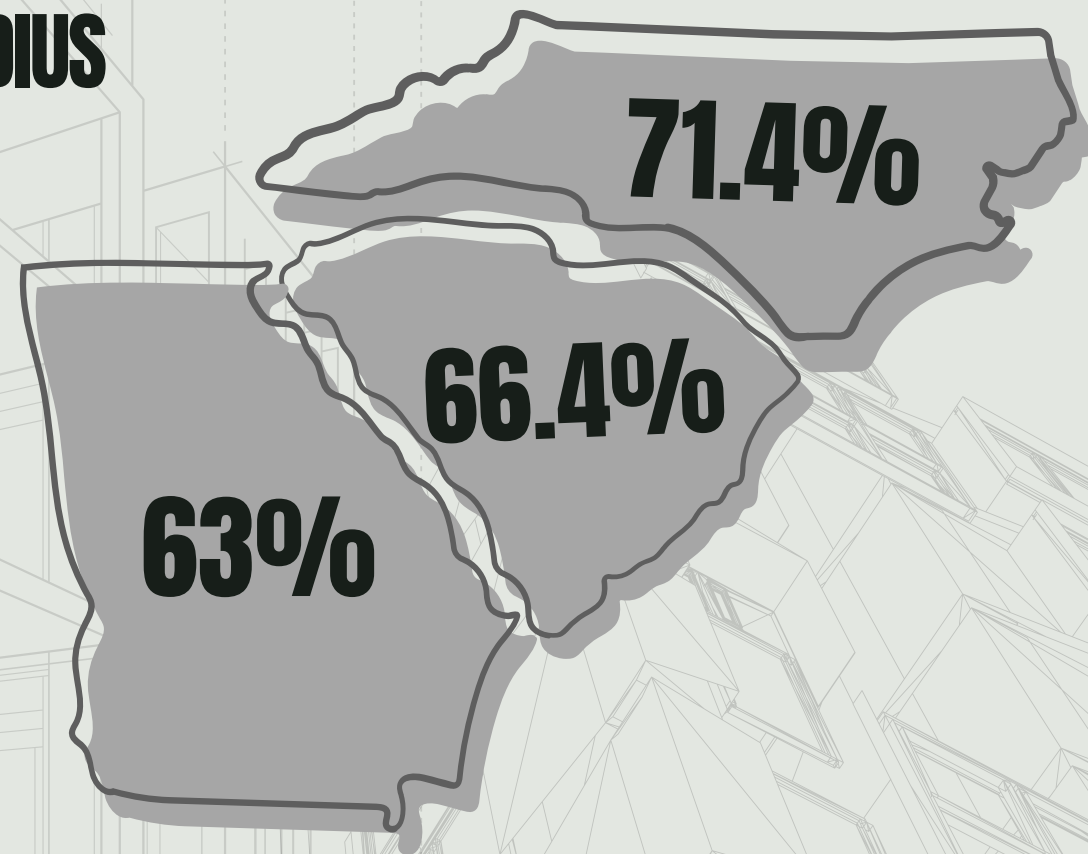
Census metro data for Greenville, Charlotte, Atlanta, Columbia, and Asheville shows a total of

**≈ 4.3 MILLION HOUSEHOLDS
4 HOUR SERVICE RADIUS**

OWNER-OCCUPIED MARKET

Using blended homeownership rates the region averages:

**≈ 67% OWNER-OCCUPIED
≈ 2.9 MILLION OWNED HOMES**



RENOVATION DEMAND

If roughly **10%** of these homeowners undertake a major renovation or addition each year, the region generates:

**≈ 290,000 MAJOR
PROJECTS ANNUALLY**

DESIGN + BUILD TAM

The practical Total Addressable Market for design-led renovation and addition work across the 4 hour radius:

**≈ \$20,000 AVG
PROJECT VALUE
≈ \$6-8 BILLION PER YEAR**

SERVICEABLE AVAILIABLE MARKET (SAM)

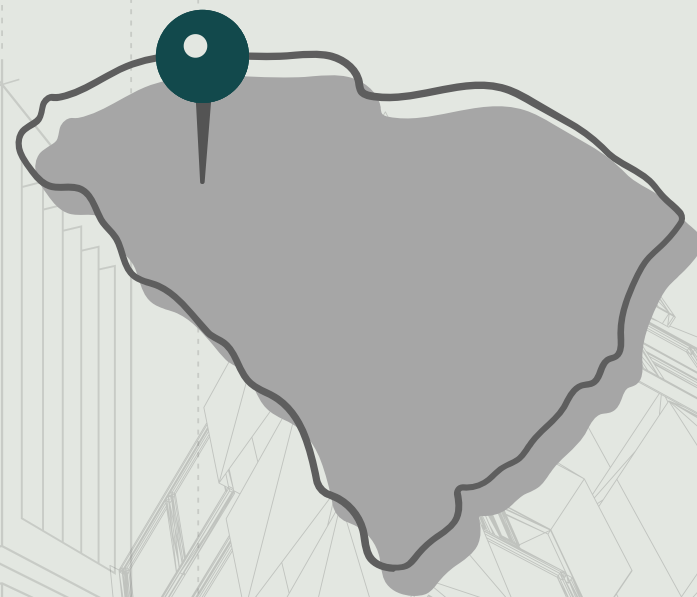
SAM

Focuses on all **design-led renovations, additions, and development-support projects** located within **Greenville** and the surrounding **one-hour radius**, where frequent site visits and client interaction are most feasible

MARKET

This local market includes:

≈ 400,000+ HOUSEHOLDS
≈ 260,000+ OWNER OCCUPIED HOMES



RENOVATION DEMAND

Using a conservative assumption that **5%–10%** of these homeowners undertake a significant renovation or addition each year, the **Greenville-area** SAM represents:

≈ 13,000 - 26,000 MAJOR PROJECTS ANNUALLY

DESIGN + BUILD SAM

The SAM for ATELIER within this local radius:

≈ \$20,000 - \$60,000
AVG PROJECT VALUE

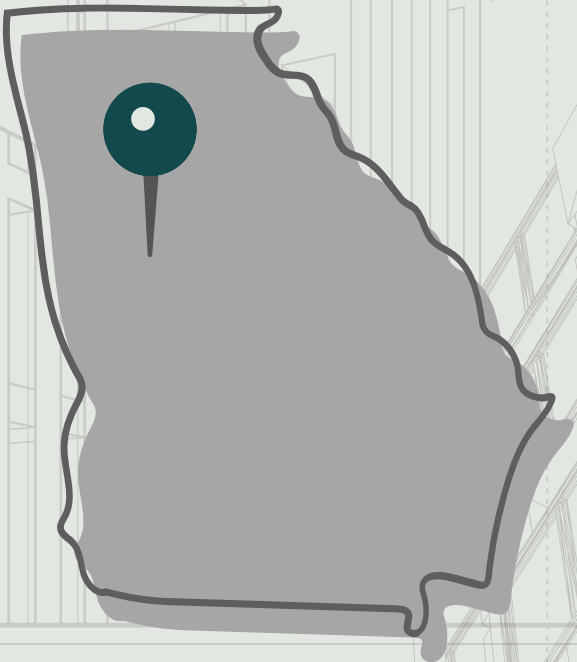
≈ \$400 MILLION - \$1.2 BILLION

SERVICEABLE OBTAINABLE MARKET (SOM)

WITH EXPANSION

Part-time junior designer, drafter, or subcontracting support, ATELIER can realistically complete:

35-60 PROJECTS PER YEAR

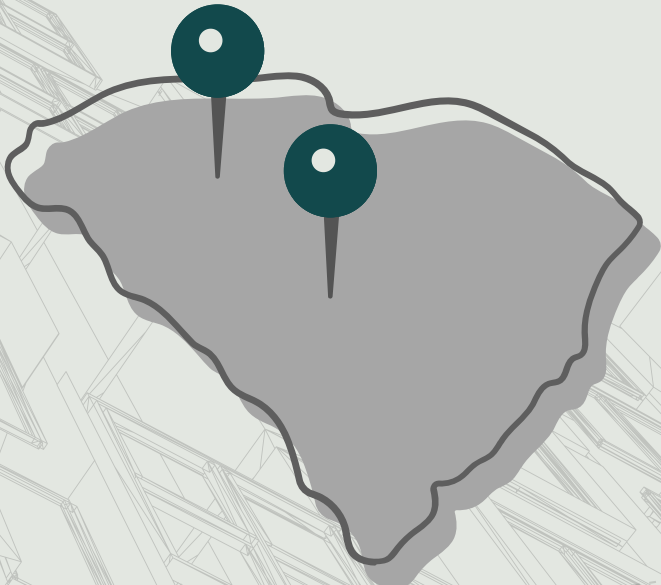


ANNUAL REVENUE

At expanded project values, ATELIER's obtainable annual revenue increases to:

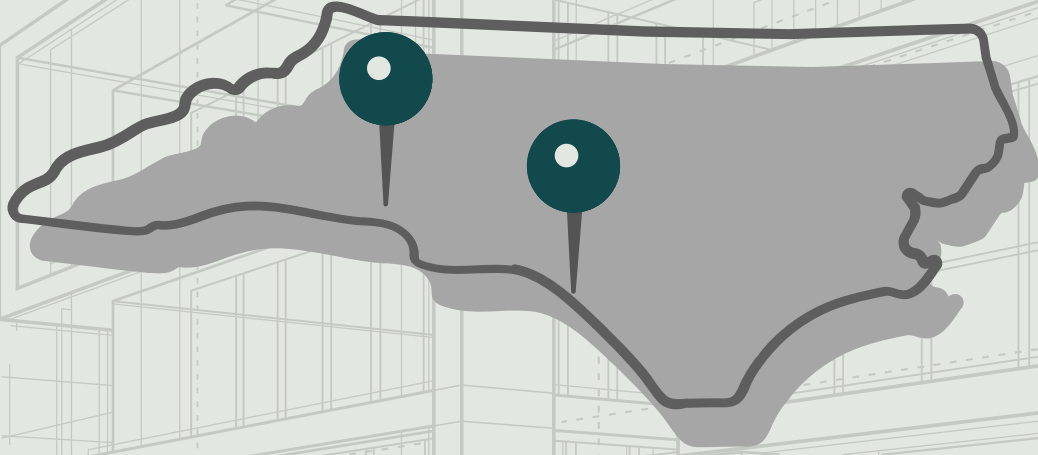
**≈ \$20,000 - \$40,000
AVG PROJECT VALUE**

≈ \$1.2 - \$2.4 MILLION PER YEAR



CONCENTRATED MARKET

Expanded SOM remains concentrated in **Greenville**, **Charlotte**, **Asheville**, **Atlanta**, and **Columbia**, where higher-value design-led renovation and development activity is strongest.

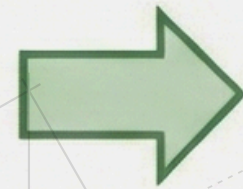


PRICE RECCOMENDATIONS

SQUARE FOOT RATE

\$1.30
per sq ft

(Current)



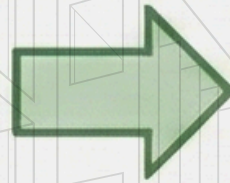
\$1.60–\$1.80
per sq ft

Reno benchmark: ~\$2.00.

HOURLY RATE (DEVELOPMENT)

\$150/hr
(development)

(Current)



\$180/hr

Moving toward premium competitor range.

STRATEGIC RATIONALE

- Undercutting limits revenue
- ✓ Rate correction adds 20–30% per project
- ✓ Aligns with market prices

The Roadmap to \$500K Revenue: Annual Breakdown by Source

Based on Mid-Size Project Focus & Updated Pricing (\$1.60/sf & \$180/hr)

BEST FIT FOR CURRENT GROWTH STAGE >

1. CORE DRIVER: MID-SIZE PROJECTS (18/Year)



Target Volume:
~1.5 per month

Avg. \$19,100/project
* 18 projects

\$343,800

2. FILLER & SERVICES (Misc. Hourly)



Consults, Small
Jobs, Gap Fillers

~740 Billable Hours / Year
* \$180/hr

\$133,280

3. MARGIN BOOSTER: RUSH FEES (6/Year)



Premium 7-Day
Turnaround

Avg. +\$3,820/project
× 6 projects

\$22,920

GRAND TOTAL ANNUAL REVENUE: \$500,000

PROBLEM & SOLUTION VALIDATION

HOMEOWNER PAIN POINTS

- **70–80%** go over budget
- **75%** report regret after renovations

CAUSES:

- Unclear scope
- Design changes
- Poor communication
- Fragmented teams

DEVELOPER/CONTRACTOR PAIN POINTS

- Traditional segmented workflows (designer → bid → build) increase risk of delays, rework, and cost variability.
- Lack of early integration between design and build often triggers:
 - Change orders
 - Scope creep
 - Unforeseen problems during construction

PROVEN MODEL: INTEGRATED DESIGN-BUILD

- Integrated “design + build” delivery typically yields
 - Fewer change orders
 - More predictable budgets
 - Reduced timeline risk vs. traditional design–bid–build.

ATELIER'S UNIQUE ADVANTAGE

- Atelier combines
 - Design + Development coordination
 - Contractor/sub coordination
 - Zoning/feasibility.
- Delivering a single accountable partner from concept to completion.

CAMPAIGN PROPOSAL

GOALS + KPIS

- **Primary goal:** Double annual revenue from \$250K to \$500K
- Increase brand visibility and awareness
- Implement Social Media efforts along with existing word-of-mouth strategy.
- Grow social engagement; 904 followers → 2000 followers in 6 months (LinkedIn)
- Establish baseline KPIs (reach, engagement, inquiries, conversions).

CONTENT TYPES

- Project mood boards
- Project Updates + finishing
- Behind-the-scenes layouts and spatial design process
- Brand storytelling (origin of Atelier, French influence)

CHANNELS

- Social Media



- Calendar + Planning
 - Emplifi

PREDICTED OUTCOMES

- Improved brand recall within regional market.
- Increased qualified leads via digital platforms.
- Enhanced professional credibility among developers and contractors.

COMPETITOR SOCIAL MEDIA (CREATIVES)

- Consistent branding
- Phrase that highlights USP
- Address & link in bio
 - Measure impressions vs click through rate
- Create a “business account” to get access to analytics
- Mix of graphics and photos

sextondesigndevelopment ...
 Sexton Design & Development
 115 posts 553 followers 313 following
 Full service general construction and land planning company focusing on innovative, creative solutions in Greenville, SC... more
 6 Custom Mill Ct, Greenville, South Carolina 29609
votei.com/scbib and 1 more
 Followed by [cuoutdoorlab](#)

Follow Message

Events Our Team News Projects Core Values

CONSTRUCTION
 UNLIMITED GENERAL CONSTRUCTION LICENSE (GC.5)
 CONSTRUCTION MANAGEMENT (CCM)
 BUILDING (BDS)
 CONCRETE (CTS)
 GRADING (GDS)

DESIGN
 LANDSCAPE ARCHITECT LICENSE (LSA)
 SC, NC & TN

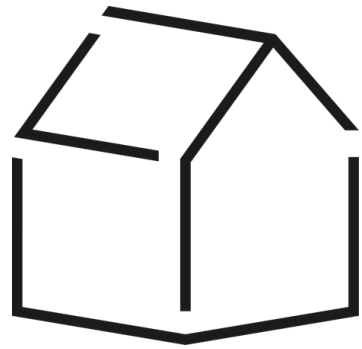
DESIGN PARTNERS
 MEP ARCHITECTURE
 CIVIL ENGINEERING
 STRUCTURAL ENGINEERING

DID YOU KNOW?
 HAPPY BIRTHDAY
 Jeff Luni

WE LOVE OUR CLIENTS!
 HAPPY BIRTHDAY
 Vanessa Gonzalez

CLIENTS & PARTNERS: CLEMSON, FURMAN, TARA, DRB HOMES, KESSLER, GREER, CITY OF GREENVILLE, KADIA, PARK HOSPITALITY GROUP, blue WATER civil design, SPARTANBURG.

CAMPAIGN MESSAGING AND CREATIVES



Atelier_design_development

Atelier Design & Development

115 posts 553 followers 313 following

Bridging inspired design + practical development
Where architectural vision meets financial feasibility

<https://atelierdesignsc.com>



Followed by **cuoutdoorlab**

Follow

Message



Events



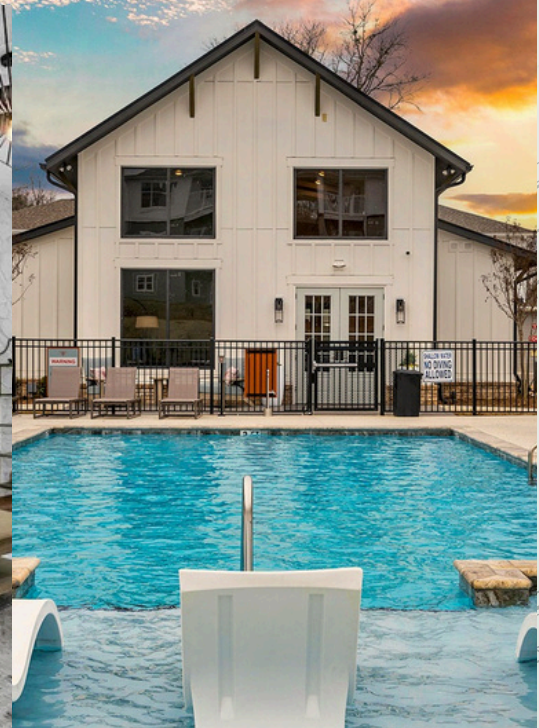
Our Team



News



Projects



PROGRAMMATIC AD PROPOSAL

Programmatic advertising is the automated buying and selling of digital ads using technology. Instead of manual negotiations, software runs real-time auctions to buy ad space (impressions) and instantly deliver them to specific target audiences based on data. Gives us speed and precision to target major developers and contractors.

DIRECT FOCUSED TARGETING ON HIGH-VALUE CLIENTS

Allows for targeting based on specific data, targeting specific audiences and areas with rapid growth.

EFFICIENCY AND OPTIMIZED SPENDING

Programmatic automation ensures her budget is used efficiently, maximizing her return on investment (ROI) using real-time bidding and optimization.

SOPHISTICATED AD FORMATS

Allows you to showcase designs through high-impact video and interactive ads placed directly on premium, brand-safe websites (like design and architectural journals) to boost credibility and reach high-value leads.

SUPPORT LONG SALES CYCLE

Programmatic advertising supports long sales cycle by influencing potential clients at every stage, from initial awareness (broad advertising) to consideration (geofencing + retargeting to show transparent pricing) to conversion (drive prospects to landing page).



ATELIER

DESIGN & DEVELOPMENT
SOLUTIONS

**Transparent Pricing.
Predictable Results.**
DESIGN & DEVELOPMENT SOLUTIONS.

VISIT MY WEBSITE

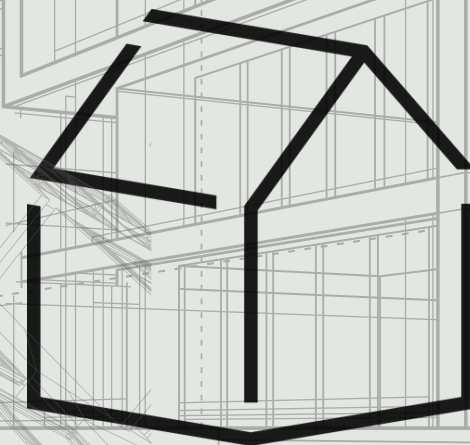


Your Vision. Our Craft.

We bring your dream home to life.

[Schedule a consultation.](#)

THANK YOU



ATELIER

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SOLUTIONS