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Dear Design, Construction or Real Estate development professional,

If you are reading this you have found your way to **BIG**, the Boutique Interior Group. **BIG** is a collaboration between several domestic manufacturers who have been serving the design and construction community for over 30 years. The group was formed when the owners of these companies started to discuss how they could all work together as a team to better serve the needs of the client's they all work for. Each member is a leader and well known source within his or her own specialty. It all happened very naturally because we found ourselves working together on many of the same projects and sharing helpful insights and information. Whether we were all working on some detail of the kitchen and bathroom cabinetry designed by Clodagh or hotel case goods for Starwood hotels, the same individuals were involved.

Benchmark Furniture, Watermark Designs, Evans and Paul, Apple Valley Kitchens, Carvart Glass and PanelzUSA are the manufacturers that comprise **BIG**. Between us we can assist in the engineering/design, manufacturing, delivery, installation and support of all your high-end interior needs. We have in the past and currently all been involved in major hotel, condo, spa, health care, retail store fixture and restaurant projects providing faucets, fixtures, fittings, hardware, millwork, kitchens, medicine cabinets and vanities, hotel furniture, mirror, glass, glass shower enclosures and complete Corian build outs.

We recently built a showroom in the heart of one of Manhattan's busiest design districts which is only open to the trade and professionals.

Our mission is simple:

We bring excellent quality domestically manufactured interior design products and services to our client's at very competitive prices. Because we know each other and work as a team there are fewer mistakes, shorter schedules, better overall coordination which equates to a lower cost better product for you, our client.

Business Goal: To offer a one stop, all inclusive, high end interior design, procurement, manufacturing, contracting service to developers of multi unit projects such as hotels, condominiums, rental apartments, assisted living and health care. These value added services will include but not be limited to cost savings, time savings and streamlining the entire interior out-fitting process.

Our Clients:

1. Condo developers
2. Hotel developers
3. Real estate companies that rent and manage apartments
4. Health Care
5. Those with proprietary products (branded product line/designer collections)
6. Those developing a boutique hotel brand

The services and products we will offer:

Services:

1. Manufacturing
2. Importing
3. Project management
4. Coordination
5. Installation of all interior finish work

Products:

1. **Kitchen & Bathroom cabinetry: (kitchen, medicine cabinets & vanities)**
2. **Fittings, fixtures & accessories: (Sinks, faucets, hardware etc.)**
3. **Stone (counter tops, tile for floors & walls, lobby & public areas, etc.)**
4. **LG Hi-Macs, LG Viatera and other surfaces.**
5. **Glass & Mirror: (Shower doors, interior doors, store fronts, curtain walls, lobbies, etc.)**
6. **Millwork: (Architectural millwork for lobbies, public spaces, doors, etc)**
7. Windows:
8. Flooring: (Stone, wood, carpet)
9. Appliances: (all kitchen appliances)
10. Carpet:
11. Lighting:
12. Audio Visual: (Home theatre and computerized smart home technology)
13. Painting:
14. Window treatments: (Solar shades, etc.)
15. Custom furniture: (case goods & upholstered geared toward hotels or hotel/condos. Includes draperies and mattresses)
16. Delivery, installation and storage:

Territories: New York City and Tri-state area, Miami, Los Angeles, Las Vegas, Boston, DC, Atlanta, etc.

The key mission is to bring together the right team that is experienced in all areas of their specific business such as Benchmark/Panelzusa, Watermark, Clodagh, Carvart, Citi-Quiet and Evans & Paul.

### Why would or should a developer work with BIG?

1. **Cost savings** as a result of the economies of scale and **BIG'S** buying ability. Since our collective company will or can provide everything; we can be more competitive on each individual product resulting in an overall lower total project price.
2. **Time saving** due to extremely well coordinated purchasing, delivery and installation between:
  - Products being used
  - People buying the products
  - People delivering the products
  - People installing the products
  - People managing the entire process.
3. **High quality products & services** including coordinated management of the entire process from product purchasing and fabrication to delivery and installation.

The key element to the success of BIG and the advantage gained by the client is **BIG's** ability to create one central entity, a brain center, that successfully pulls together all the other individual entities (vendors). By bringing these entities(vendors) together and coordinating all the related aspects of a project we buy better, fabricate better, manage much more effectively and deliver and install more efficiently. (BIG's board of directors consists of all its investors who in essence make up the team. This means that **BIG's** owner/members really have something to gain or lose and have to work together to ensure the best outcome)

For example, in most cases the kitchen manufacturer/installer does his work independently of the stone fabricator. Each of these entities prepares a separate set of shop drawings for approval. Issues or problems that may and will occur between the kitchen and stone will probably never be noticed, discussed or resolved until it is time for installation. At this point issues are discovered that could have been discussed and solved if the kitchen fabricator/installer coordinated his work with the stone fabricator/installer. Imagine if one entity (BIG) produced a full set of shop drawings that incorporated all of the details, issues and concerns that involved all the vendors on a project instead of having 5 or 10 different sets of shop drawings that show each vendor's own items with details. **BIG** will produce one set of

cohesive and completely approved shop drawings including every vendor's item. This allows project managers to foresee and deal with issues before they occur in the field; something as simple as the kitchen fabricator pre-cutting grooves in his cabinetry so stone can be slid in as opposed to dropped in over head will prevent damage to the cabinetry. This may also allow the stone to be completely pre-cut from the factory.

There are many other scenarios we can present that involve a combination of other trades. Ideas like this and others will definitely reduce the amount of **change orders** that the owner has to pay for and that the vendor has to deal with.

We will also build several models in our factory to work out all potential problems and issues that may be encountered on a real job-site.

**BIG** will be able to better coordinate scheduling of deliveries and installations. We will be able to more accurately project critical dates such as "**TCO**" and owner occupancy etc. We will work toward achieving "**Just in time**" delivery of products to reduce the need and expense for storage of large items. In general, we will have much better coordination between the parties.

We can also go as far as **prefabricating** items that in the past had to be completed on a job site. Bathroom vanities can now be delivered with the sink and stone already installed. Medicine cabinets can be prewired for lighting, etc. Think of the prefabbed home for example. We will fabricate items that lend themselves to completion in our factory so they become a prefabbed drop in on site. This could and should greatly reduce installation time and the number of trades involved on site which all leads to cost savings.

Another value added service as a result of our experience and wide range of industry knowledge is our ability to **value engineer**, rethink and build a better project.

#### Some key Points:

1. Client deals with BIG, one entity instead of 20+ vendors.
2. Fully integrated shop drawings.
3. Prefabrication where practical.
4. Increased quality.
5. Reduced costs.
6. Reduced mistakes.
7. Reduced project completion time.
8. Product to market more quickly = Buyer in their property = Developer > \$

#### Miscellaneous:

1. Leeds: "Green" build market place
2. China & overseas: Offer a tremendous cost savings to clients who insist on the lowest price and are willing to deal with the lead times and other issues associated with purchasing and fabricating in China and other parts of Asia.