



COPY

Client: Custom Crafted
Re: Website Copy – **Web copy**

Scope of Work

Custom Crafted has contracted with Galvin and Associates to provide copy for its website. This document is copy for Home/Why Us, About Us, Services, Design/Build, Remodel & Renovate, Kitchen Remodel, Basements and Additions pages. WORD COUNT: 2245

COPY

<http://customcraftedcc.com/test>
HOME – WHY US

Why Us

CERTIFIED EXPERIENCE

Custom Crafted delivers professional homeowner services from start to finish:

- A Licensed Real Estate agent to help you purchase, sell, build or remodel
- Highly skilled and experienced designers and construction craftspeople
- A Certified Appraiser to work with insurance companies when disaster strikes

22 POINT HOME INSPECTION

Custom Crafted has decades of experience. Let us use our trained eyes to inspect your home and create a maintenance plan to head off problems before they arise. We can also advise you on upgrades that improve your lifestyle and comfort.

DIGITAL AGE EFFICIENCY

Construction projects can be complex. Custom Crafted uses software to manage its projects and keep our team informed and on schedule. That same software is also how we communicate with you, keeping you updated on the status of our work, even if you're out-of-state.

NO BALL PARK ESTIMATES!

We take you shopping! You and our design specialist will choose your cabinets, countertops, flooring, tile, paints and fixtures. You'll know the quality level you're buying, and your decisions allow us to provide an accurate cost estimate.

COMPETITIVE PRICING

Custom Crafted gets quotes from multiple vendors and building materials suppliers to ensure competitive pricing. We want vendors and suppliers work hard to earn your business – so you can enjoy the best value for your dollar!

5 YEAR INSTALLATION WARRANTY

Custom Crafted is dedicated to quality in our craftsmanship and in the materials we purchase for your home. We are so certain of our capabilities and standards that we offer the best guarantee in the industry: a **5-year warranty** on all our work.

ABOUT US PAGE <http://customcraftedcc.com/test/about-us>
HEADER

ABOUT CUSTOM CRAFTED

PANEL ONE

Customized to your lifestyle. Crafted to our exacting standards.

Intro: 130 words

Custom Crafted knows Cape Cod. The owner and many of the Custom Crafted crew have roots here. We have intimate knowledge of the architecture and building practices that create homes suited to our area.

While knowledge is important, what truly sets us apart is our high standards. New crewmembers undergo extensive training to ensure fine craftsmanship. We shop for the best prices for materials. We use the latest job-management software to improve efficiency and keep you updated. We are fully licensed and insured. And we back our work with a five-year warranty.

If you are looking for the best choice for a company to build or remodel your home, look no further: Custom Crafted will make you proud. 112/130

CTA PANEL

Call for a free initial consultation!

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PANEL TWO

The Custom Crafted Story

Cape Cod is in Jeff Baroni's blood – the family has been part of our area for three generations. Building and remodeling homes here is Jeff's way of "paying forward" his great love for our area.

In business since 1973, Jeff has strong relationships with his team, subcontractors and materials suppliers. He created Custom Crafted Homes to provide a client-focused contractor company that would meet rigorous standards for quality and professionalism.

250 Cape Cod projects – and more in the works!

"We hired Custom Crafted Homes to replace the trim on our three-story house. Jeff was the consummate professional, providing a detailed description of the project and costs. He started and completed the work when he said he would. The work was of high quality. The Custom Crafted crew worked as a team and each day left the site spotlessly clean. We've done many home renovations with contractors and by far, Jeff and Custom Crafted outshine the rest!"

Nancy P, Auburndale MA

Our Crew

Photos of crewmembers with captions for names

CTA PANEL

Upgrade your home without breaking the bank - Call for a free initial consultation!

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SERVICES | <http://customcraftedcc.com/test/services/>
HEADER

SERVICES

SERVICES

Create a spacious, modern kitchen. Upgrade a cramped bathroom. Turn an underused basement into a rec room. Add a garage, a bedroom, a beautiful outdoor living area. With Custom Crafted's quality work, you will have years and years to enjoy your dreams made real.

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DESIGN & BUILD

Custom Crafted's in-house design and construction teams work together to create living spaces perfectly suited to Cape Cod, with custom accents that express your unique style. ^{26/25}

[LEARN MORE](#) BUTTON

RESTORE & RENOVATE

We love the unique heritage of our area. Our in-house Cape Cod renovation specialists upgrade your home's amenities while maintaining your home's signature look. ^{24/29}

[LEARN MORE](#) BUTTON

DESIGN & BUILD PAGE | <http://customcraftedcc.com/test/services/design-build/>
HEADER

DESIGN/BUILD

DESIGN/BUILD

Design/Build is home construction, remodeling and renovation in which Custom Crafted works under a single contract with you, the owner, to provide design and construction services. This approach allows us to manage the design and construction teams efficiently, and to utilize the

best designers, builders and subcontractors. Unlike the traditional design-bid-modify-bid approach, design/build provides our team with an overview that optimizes our use of resources, reduces the timeline of delivery, and saves you money.

Great communication between you, the owner, and our project leader are key to a successful design/build project. We are here to design and build the home that meets your high expectations. 105/105

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What we provide.

Custom Crafted has years of experience using the design/build approach. We hand-pick a team of designers, project managers, construction crews and subcontractors to create the ideal mix of skillsets for your project. We consult with you at each stage of the project, keeping you informed of our progress and adapting our work to meet your vision. Our services include:

- Design and architectural services
- Up to three pre-construction estimates
- Updated timeline to completion
- Knowledgeable, experienced project management
- Comprehensive construction services, including subcontractors
- Site clean-up 81/80

TESTIMONIAL

Design/Build ensures you get the home you want – On-time and on-budget

“The great thing about Custom Crafted’s design/build approach is their responsiveness. When I had an idea, or wanted to make a change, the Project Manager had a designer right there to draw it up, and a construction estimator to tell me how much it would cost. If I gave it a green light, they were ready to adapt to the new specs right away. These guys are great!”

Samuel Jackson, Cape Cod Mass. 81/80

CTA PANEL

Is Design/Build right for you? Let’s talk!

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RESTORE & RENOVATE PAGE: <http://customcraftedcc.com/test/services/restore-renoate/>
HEADER

RESTORE & RENOVATE

RESTORE & RENOVATE

Custom Crafted’s owner and his design and construction teams understand the Cape Cod way of life and the architectural heritage of our area. We provide designs and choices of materials that complement classic traditions. But we also know there’s no value in ‘classic’ old wiring and

plumbing or tiny kitchens and baths! We upgrade your home's electrical, plumbing and heating/cooling systems and transform interior and outdoor living spaces in ways that make your life easier, safer, and more pleasurable – upgrades that will enhance the value of your home for decades to come. 92/105

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What we provide.

Our in-house restoration and renovation expert works with the teams to ensure that your home retains its classic look and feel, while upgrading to make it a safer and more pleasing a living space. We consult with you at each stage of the project, keeping you informed of our progress. Our services include:

- Restoration and Renovation design and architectural services
- Up to three pre-construction estimates
- Updated timeline to completion
- Knowledgeable, experienced project management
- Comprehensive construction services, including subcontractors
- Site clean-up 80/80

TESTIMONIAL

Restore & Renovate preserves our heritage – and adds safety, convenience and conservation.

"I loved the look of our house but with old plumbing and electrical and a tiny kitchen, it really needed an update. The folks at Custom Crafted are local to the area, and knew how to preserve the character of the house. They not only gave me a great quote, but had helpful suggestions on making the home more energy-efficient. Now we have a classic home, with all the modern amenities."

James Cagney, Cape Cod Mass. 63/80

CTA PANEL

Time for Restore & Renovate? Let's talk!

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KITCHEN REMODEL PAGE | <http://customcraftedcc.com/test/services/kitchen-remodel/>
HEADER

KITCHEN REMODEL

KITCHEN REMODEL

We take special pride in the heritage look of our Cape Cod area homes. But living in a modern world, we recognize that our kitchens were designed for a way of life that is long past.

Custom Crafted will transform your kitchen to meet your unique vision. A galley format increases wall storage, while an L- or U-shape maximizes roominess. A free-standing island adds

storage and a natural prep space. Opening the kitchen to the dining area creates an open feel and improves traffic flow.

We replace worn cabinetry with beautiful new shelving and fronts. Marble countertops are beautiful and easy to clean. And we always increase the number of outlets for your countertop appliances. 115/105

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What we provide.

Custom Crafted has designed and remodeled over one thousand kitchens. Our team of designers and craftspeople are highly skilled. We make sure to consult with you at each stage of the project to make sure the remodel meets your expectations. Our services include:

- Kitchen design services
- Up to three pre-construction estimates
- Updated timeline to completion
- Experienced project management
- Comprehensive construction craftsmanship
- Quality cabinetry, countertops and other materials
- Site clean-up 72/80

TESTIMONIAL

A Custom Crafted Kitchen shines with quality craftsmanship and materials

“Our tiny kitchen was fine when it was just the two of us. But as our family grew, it was just too small and inefficient. Custom Crafted came up with a great design with an island that serves as a prep area and has stools for the kids. The kids love it – and so do we. Plus, Custom Crafted came in exactly on estimate!”

Harry Connick Jr., Cape Cod Mass. 80/80

CTA PANEL

Ready for a kitchen remodel? A consultation is free!

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FINISHED BASEMENT PAGE: <http://customcraftedcc.com/test/services/finished-basements/>
HEADER

FINISHED BASEMENTS

FINISHED BASEMENTS

In many Cape Cod homes, the basement is the forgotten room. Often featuring low ceilings and few windows, the basement is an unlikely area for comfortable living.

Custom Crafted loves basements. Our talented team can create an exercise workout space... a TV and media zone... a private and efficient office area... an entertainment center or a 'man cave' for watching sports... areas for crafts, woodworking, or kid play.

Custom Crafted can enlarge windows, use light color paints and mirrors to increase a sense of roominess, and build in plenty of storage. With the right design and mix of elements, your basement becomes a fun and functional addition to your living space. [111/105](#)

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What we provide.

Custom Crafted's talented design and construction team transform an unfinished basement into a hub for gathering and activities, an extension of your lifestyle. As with all Custom Crafted projects, we consult with you at each stage of the project, keeping you informed of our progress and adapting to create your perfect living space. Our services include:

- Basement design and construction services
- Up to three pre-construction estimates
- Updated timeline to completion
- Experienced project management
- Comprehensive quality construction services
- Site clean-up [79/80](#)

TESTIMONIAL

A quality basement upgrade adds value every day, and for years to come.

"Our basement was like a dungeon, dark and ugly. We only used it for storage and canning fruit. Custom Crafted listened to our wish list and came up with a great design for a multipurpose room with office, gym area and a media room. We were blown away – it's great!"

Ben Affleck, Cape Cod Mass. [68/80](#)

CTA PANEL

Is it time to upgrade your basement? Let's talk!

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ADDITIONS PAGE | <http://customcraftedcc.com/test/services/additions/>

HEADER

ADDITIONS

ADDITIONS

Our lives often require more elbow room. Frequent needs include an extra bedroom for guests or a growing family, a home office, or an entertainment or crafts area.

Custom Crafted is the perfect choice for your home addition. We can design and build an addition that complements the unique architectural style of the Cape Cod area, including

makeovers of ranch homes. We know the building code as well, and can do a feasibility test to make sure your addition meets code requirements.

Find out how easy it is to upgrade your home by contacting Custom Crafted – the initial consultation is free. 102/105

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What we provide.

Custom Crafted has designed and remodeled over one thousand kitchens. Our team of designers and craftspeople are highly skilled. We make sure to consult with you at each stage of the project to make sure the remodel meets your expectations. Our services include:

- Home addition feasibility study
- Design services for any home addition
- Up to three pre-construction estimates
- Updated timeline to completion
- Experienced project management
- Quality construction craftsmanship
- Site clean-up 70/80

PORTFOLIO

A Custom Crafted home addition adds life to your home.

A dated ranch home becomes a modern beauty with the right design. In the pictures below and above, see what Custom Crafted did in merging the living room with the kitchen area and adding a loft space.

“Custom Crafted did a phenomenal job! They were on schedule and even a little below their original estimate. I recommend them highly.”

Amy Jo Johnson Cape Cod Mass. 75/80

CTA PANEL

Call us for a free initial consultation!

[TALK TO US NOW](#) BUTTON
