

*Sales Center*  
**STANDARDS**

2024 / v5



*The Eastwood Sales Center Standards Manual has been created as the definitive guide for outfitting all Eastwood Sales Centers and ensures a consistent visual appearance is presented to our buyers, vendors, and staff. We are proud of our brand and want to always represent us in the best light across ALL divisions.*

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This Standards Manual is to be used as a guide throughout the construction process of the model home. If you do not offer the same product, please choose an option that is as close to the Eastwood Homes brand standards as possible. If you have any questions, feel free to reach out to the marketing team.



*Sales Center*  
**STANDARDS**

2024 / v5

# Sales Center Layout

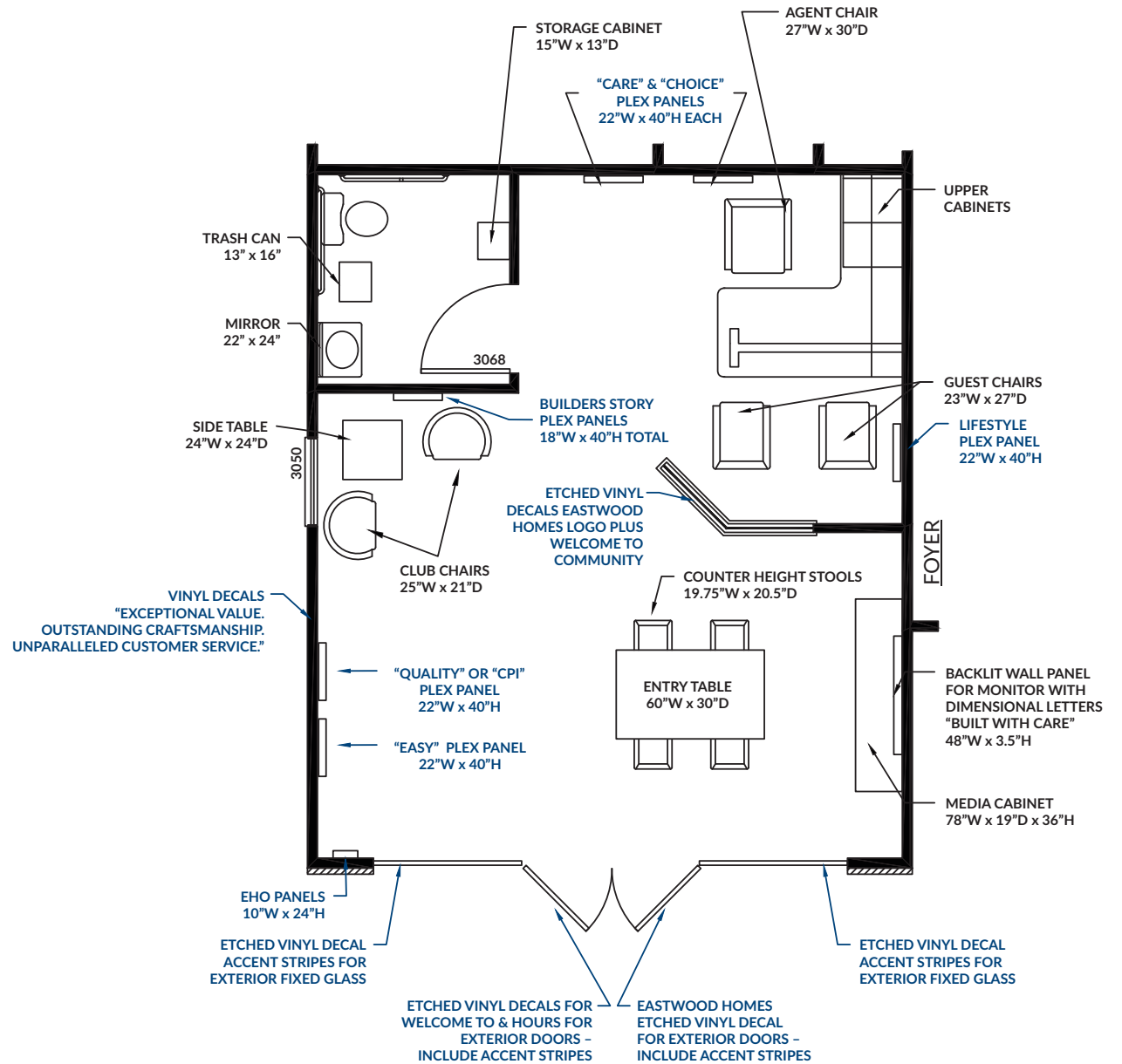
Front Entry  
2-Car Garage  
with Restroom

Glass Front  
Double Doors

*\*Graphics shown in Blue*



built with care.



# Sales Center Layout

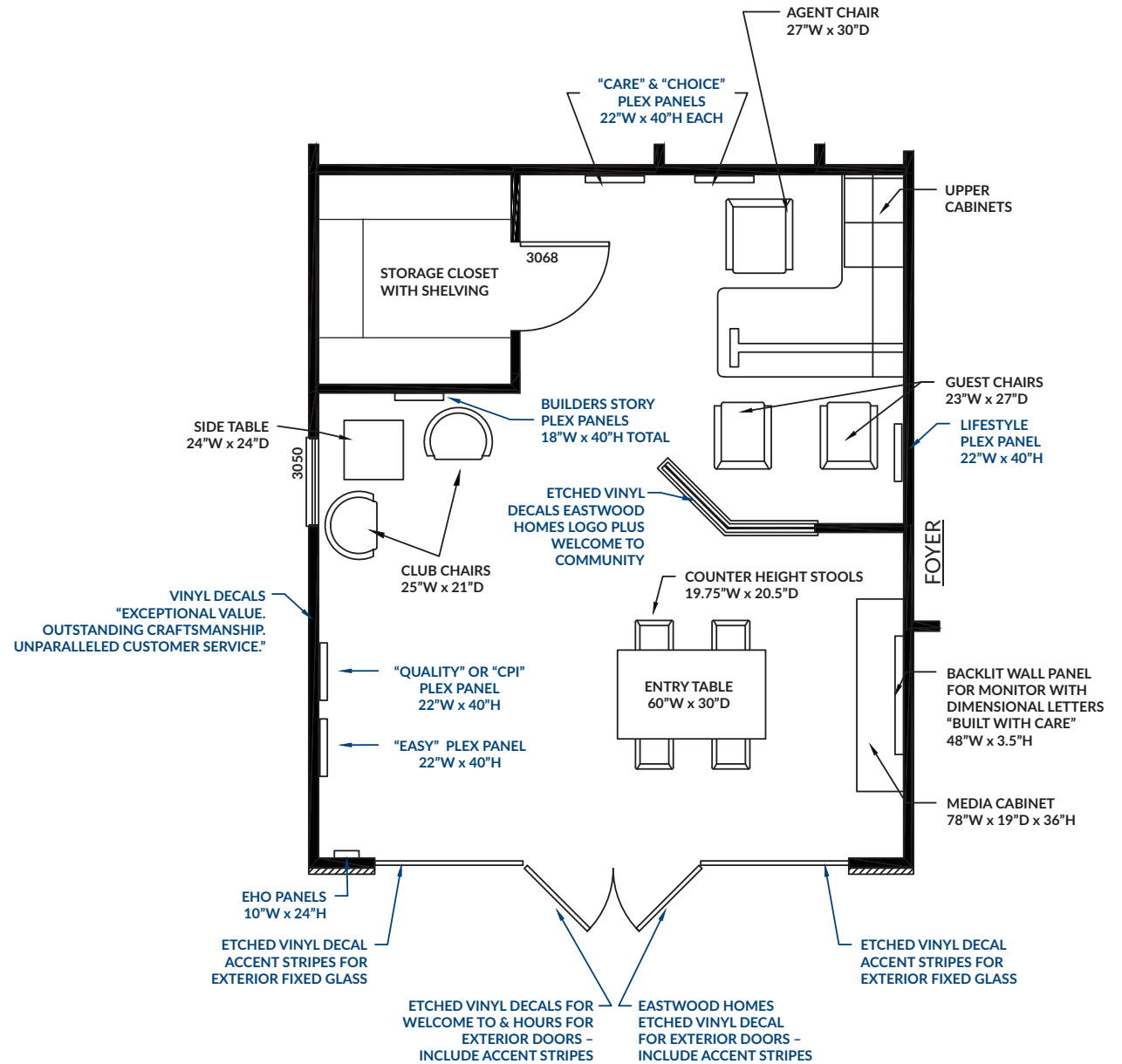
Front Entry  
2-Car Garage  
w/o Restroom

Glass Front  
Double Doors

*\*Graphics shown in Blue*



built with care.

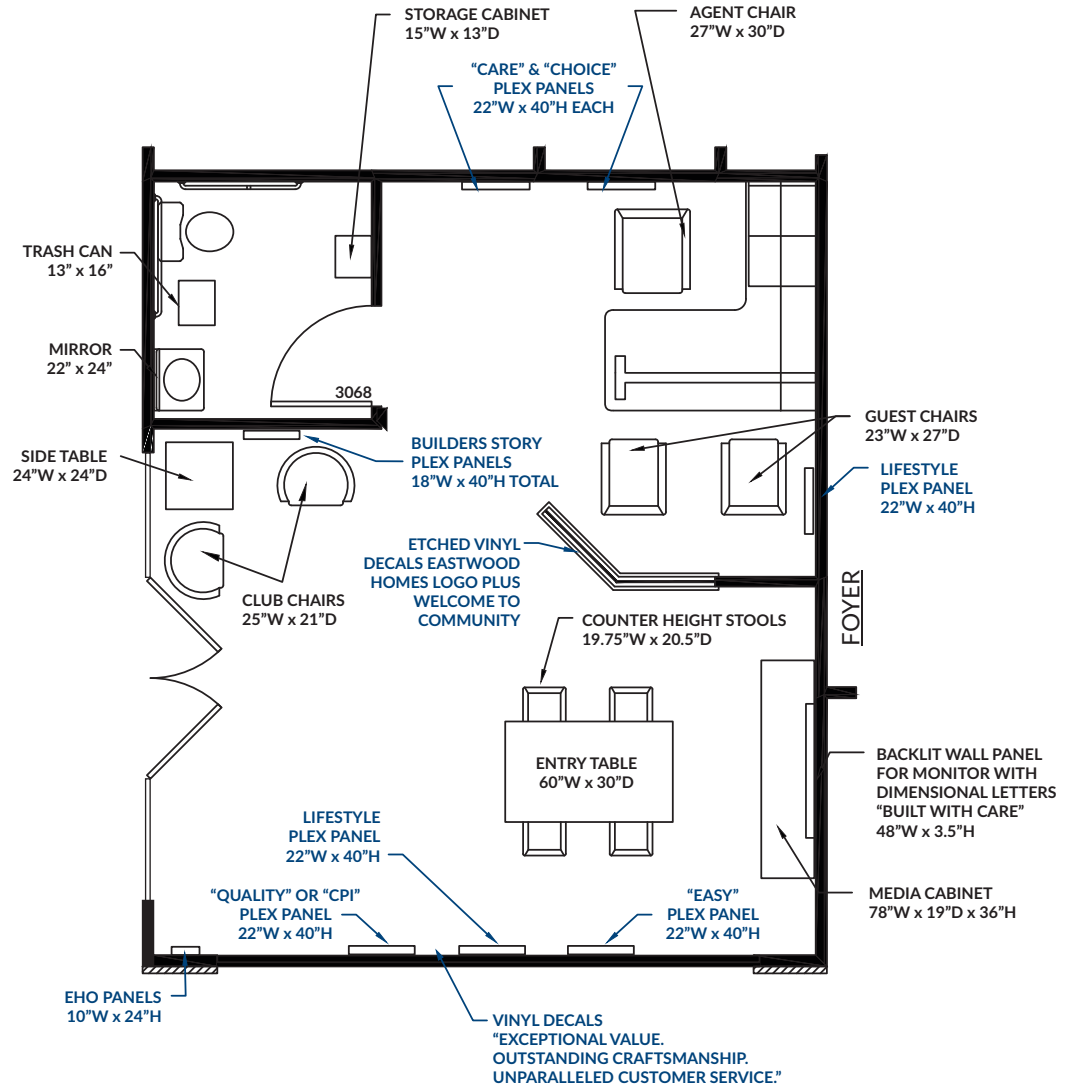


# Sales Center Layout

Side Entry  
2-Car Garage  
with Restroom

Single Door

\*Graphics shown in Blue



# Sales Center Layout

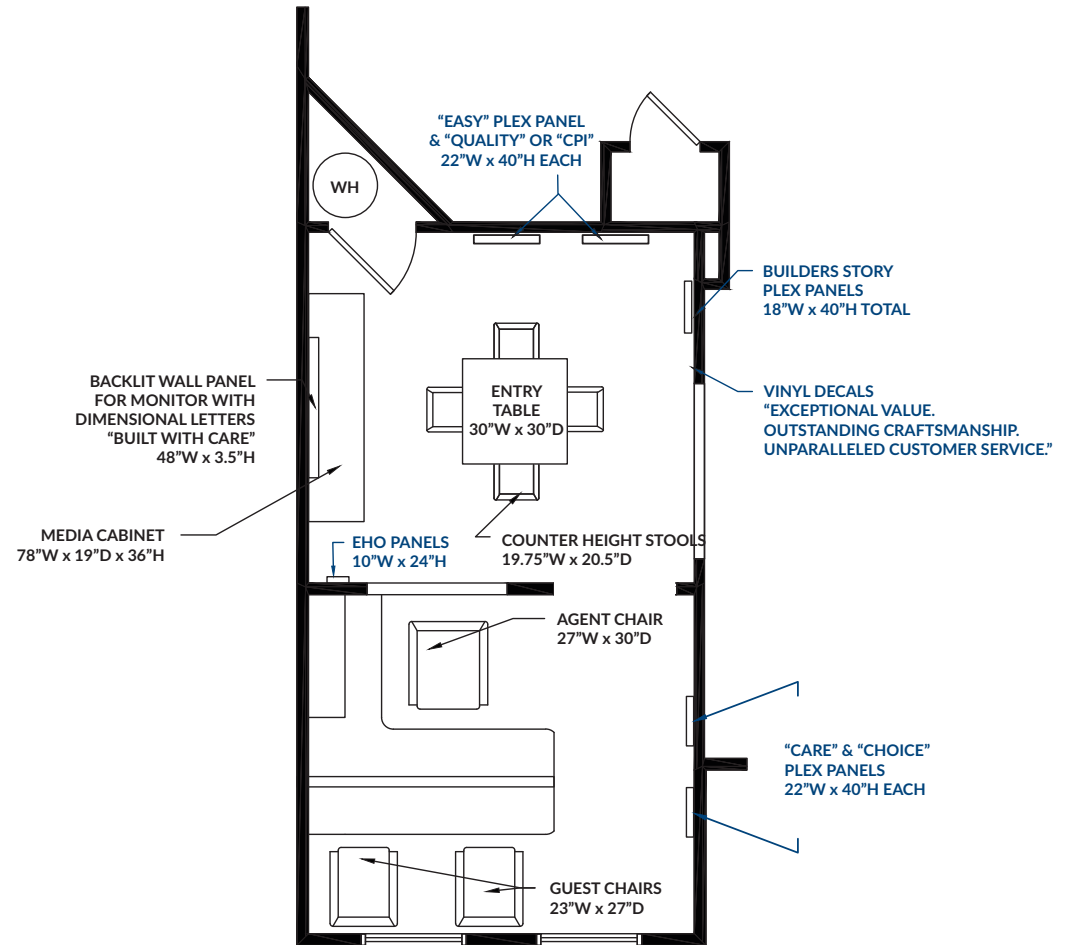
## Side Entry Single-Car Garage

Single Door

*\*Graphics shown in Blue*



**built with care.**





# Sales Center Finishes

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## Paint & Flooring

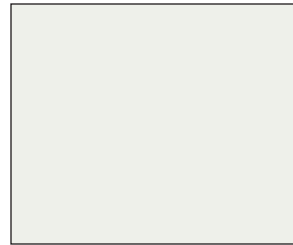
Sherwin Williams  
Armstrong



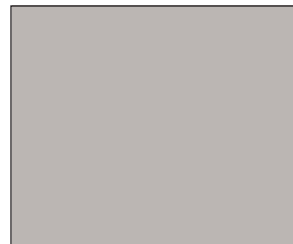
built with care.



CEILING:  
SW 7757  
High Reflective White  
Flat



TRIM, DOORS, WAINSCOT:  
SW 7006  
Extra White  
Semi-Gloss



WALLS:  
SW 6002  
Essential Gray  
Eggshell



FLOORING:  
Shaw Pride Plus Ambassador  
Color: 05057  
Style No: Ve457  
7" x 48" Plank

\*You may use your own supplier

# Sales Center Finishes

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## Flooring 2-Car Garage Locations



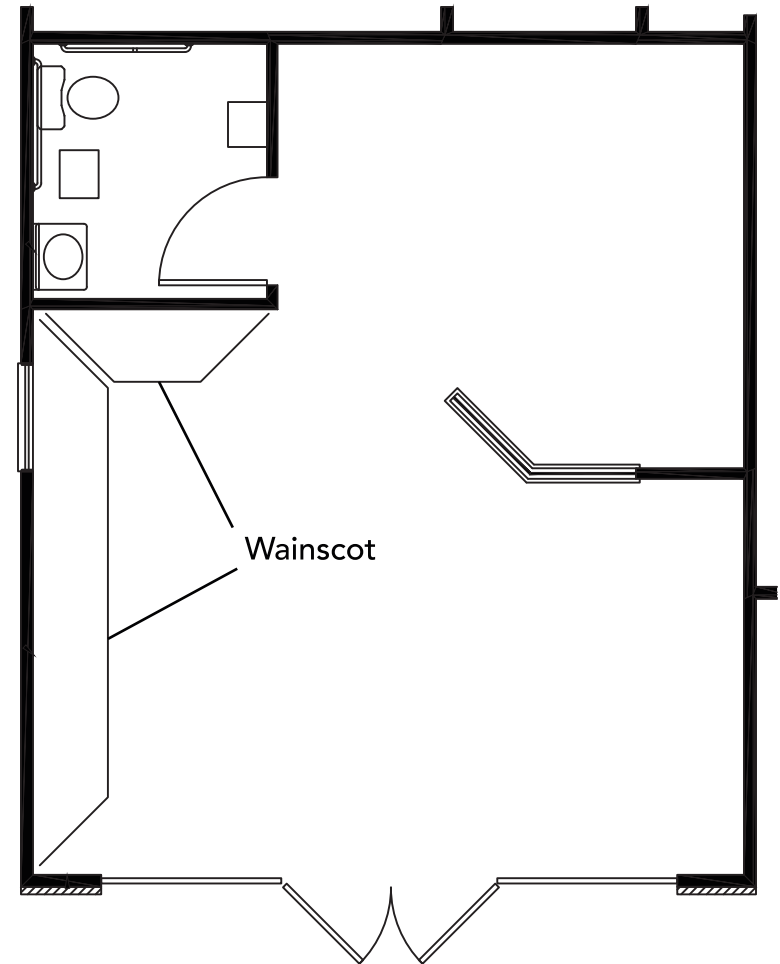
**FLOORING:**  
Shaw Pride Plus Ambassador  
Color: 05057  
Style No: Ve457  
7" x 48" Plank

# Sales Center Finishes

## Wainscot



\*Image to illustrate wainscot only.

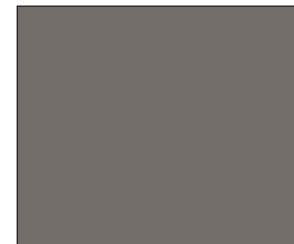
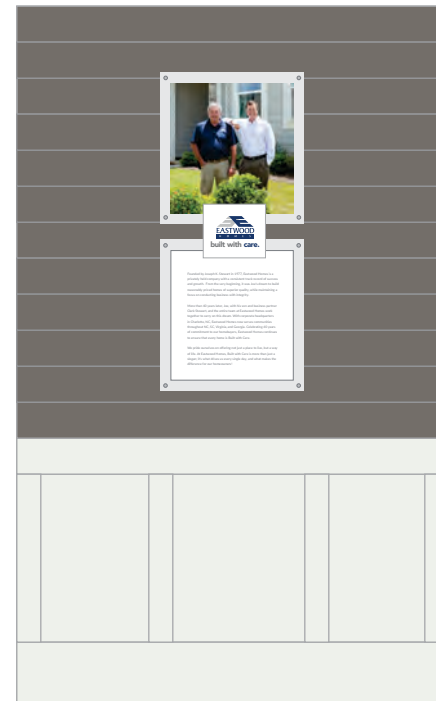


TRIM, DOORS, WAINSCOT:  
SW 7006  
Extra White  
Semi-Gloss

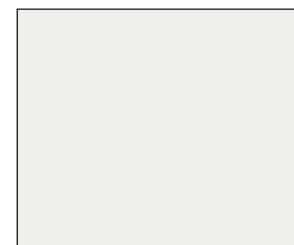


# Sales Center Finishes

## Shiplap Siding Builder Story Wall



SHIPLAP:  
SW 7019  
Gauntlet Gray



TRIM, DOORS, WAINSCOT:  
SW 7006  
Extra White  
Semi-Gloss



# Sales Center Furnishings

## Media Wall



Backlit Wall Panel  
with 3D letters for  
“built with care.”



Wall Mount for Monitor



Media Cabinet  
78" W x 19"D x 36"H



Clear Stack Trays  
for holding  
collateral



Wall Panel Finish  
High Pressure  
Laminate  
to coordinate with  
cabinet finish



built with care.

# Sales Center Furnishings

## Product Panels

used in place of  
touchscreen monitor



Product Panel Wall



Backprint-to-Acrylic Wall-mounted Product Panels  
24"W x 28"H



Z-Clip mounting or Brushed Nickel Standoffs



Clear Stack Trays  
for holding  
collateral



Wall Panel Finish  
High Pressure  
Laminate  
to coordinate with  
cabinet finish

Media Cabinet  
78" W x 19"D x 36"H



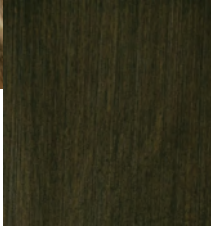
# Sales Center Furnishings

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## Entry Table and Stools



Counter-height Entry Table  
30"x60" or 30"x30"



Satin Finish



Stools - Counter Height Bar Stools  
Metal frame with Gray upholstered seat



File Cabinet



# Sales Center Furnishings

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## Seating Group



Club Chair  
Gray Linen Upholstery  
with Dune Finish Frame



End Table  
Dune Finish



Table Lamp



built with care.



# Sales Center Furnishings

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## Agent + Guest Chair Options



Agent Chair  
Gray Upholstery  
with Chrome Frame



Guest Chair  
Gray Upholstery  
with Chrome Frame



built with care.

# Sales Center Furnishings

## Agent Desk

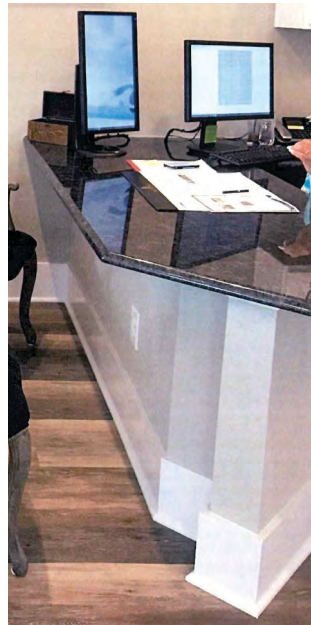
Builder-Supplied



TRIM:  
SW 7757  
High Reflective White  
Flat



DESK:  
SW 6002  
Essential Gray  
Eggshell

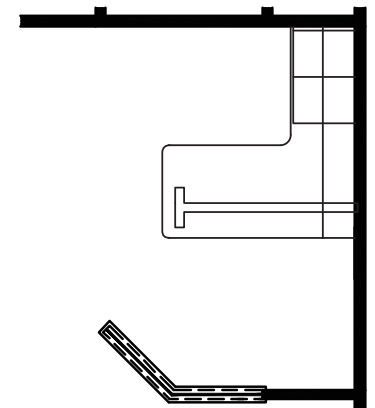


Custom Desk with  
Smooth Finish

Custom Desk with Beadboard  
Cabinets: Aristokraft Birch / White  
Style: Berton Square  
Hardware: Brushed Nickel Knobs  
Masterbrand H316



COUNTERTOP:  
White Lace  
with Eased Edge



built with care.

# Sales Center Fixtures

## Restroom Fixtures

Builder-Supplied



Moen Faucet



Pedestal Sinks

Gerber Maxwell  
(Level 1)

Gerber Allerton  
(Level2)



Kohler Commode



Progress Lighting Vanity Light  
8-6836-2-SN



Robe Hook



Tissue Holder



Shelf

# Sales Center Fixtures

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## Restroom Accessories BAG-Supplied



Mirror



Cabinet



Trash Can



Soap Dispenser

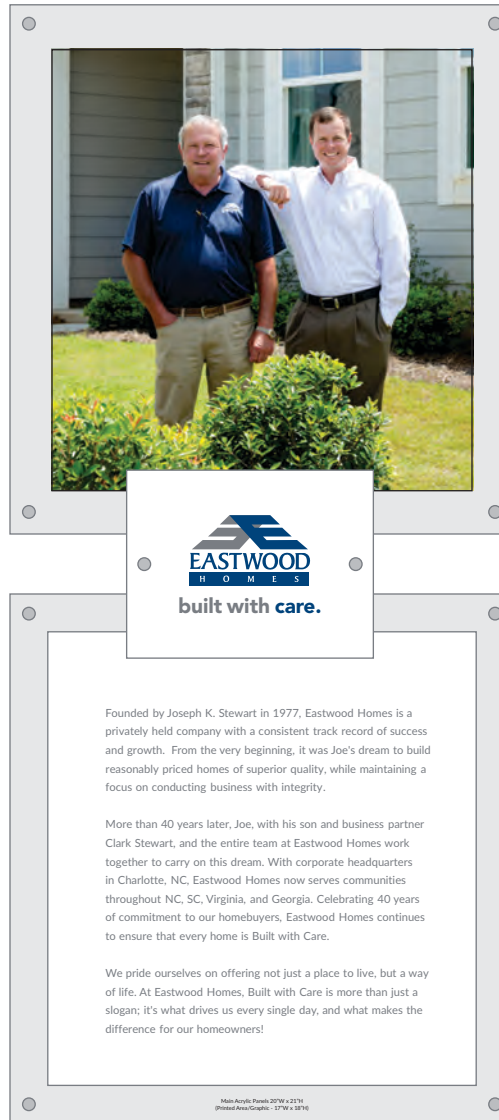


built with care.

# Sales Center Displays

## Graphics

### Builder Story and EHO



#### Builder Story - Standard Size Backprinted on Acrylic

- (2) Main panels 25"W x 26"H
- (1) Logo Panel 12.5"W x 10"H

(mounted with brushed nickel standoffs)

#### Builder Story - Smaller Size (if HVAC unit)

- (2) Main panels 20"W x 21"H
- (1) Logo Panel 10.5"W x 8"H



#### EHO (English+Spanish)

#### Backprinted on Acrylic

(mounted with brushed nickel standoffs)

***\*Graphics must be mounted on wall  
with Builder-Installed Shiplap Siding  
(SW7019 Gauntlet Gray - details p.12)***



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# Sales Center Displays

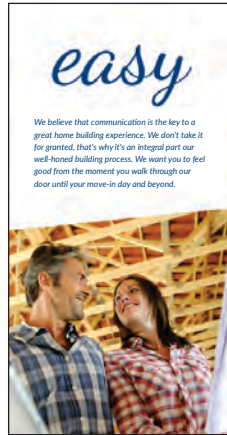
Graphics | Main Panels

# easy

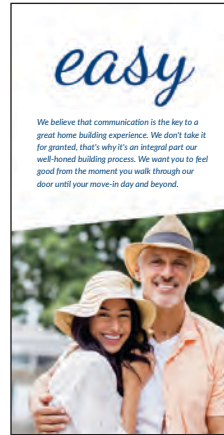
*We believe that communication is the key to a great home building experience. We don't take it for granted, that's why it's an integral part our well-honed building process. We want you to feel good from the moment you walk through our door until your move-in day and beyond.*



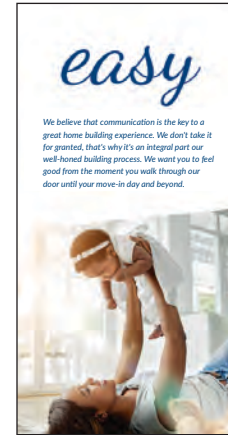
**built with care.**



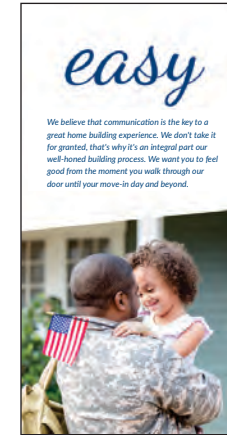
EASY-1



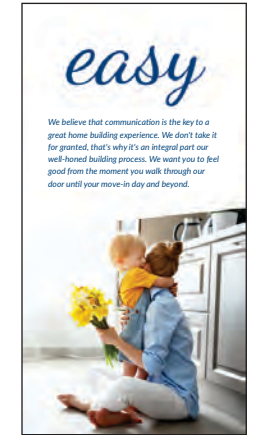
EASY-2



EASY-3



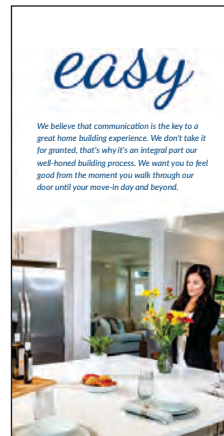
EASY-4



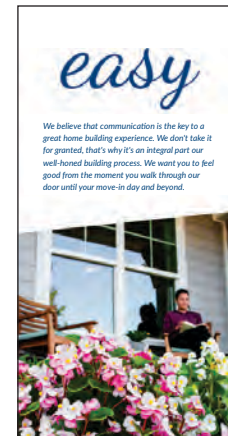
EASY-5



EASY-6



EASY-7



EASY-8



EASY-9

Main Panels  
Backprinted on Acrylic  
24"W x 42"H

mounted with  
brushed nickel  
standoffs

# Sales Center Displays

Graphics | Main Panels

## Customer care

Customer service is the core of our business model and over the last 40 years, we have remained committed to ensuring every home is built with care. We pride ourselves on offering exceptional customer service and it's what makes a difference for our homeowners!



**built with care.**



CARE-1



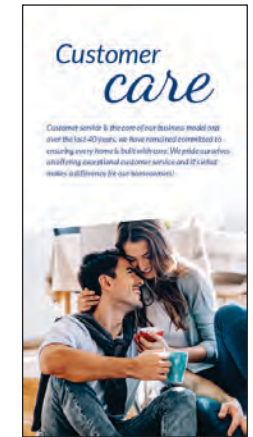
CARE-2



CARE-3



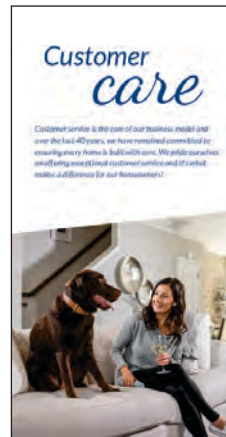
CARE-4



CARE-5



CARE-6



CARE-7



CARE-8



CARE-9

Main Panels  
Backprinted on Acrylic  
24"W x 42"H

mounted with  
brushed nickel  
standoffs

# Sales Center Displays

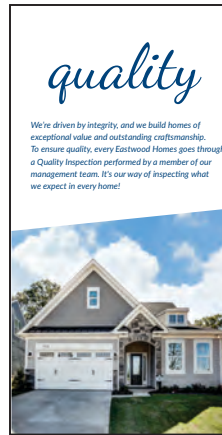
Graphics | Main Panels

# quality

We're driven by integrity, and we build homes of exceptional value and outstanding craftsmanship. To ensure quality, every Eastwood Homes goes through a Quality Inspection performed by a member of our management team. It's our way of inspecting what we expect in every home!



**built with care.**



QUALITY-1



QUALITY-2



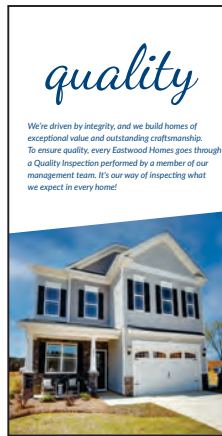
QUALITY-3



QUALITY-4



QUALITY-5



QUALITY-6



QUALITY-7



QUALITY-8



QUALITY-9



QUALITY-10

Main Panels Backprinted on Acrylic 24"W x 42"H mounted with brushed nickel standoffs



# Sales Center Displays

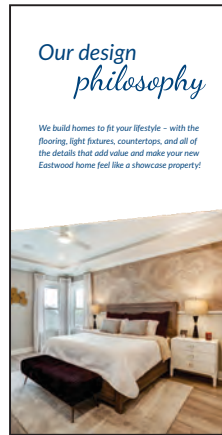
Graphics | Main Panels

## Our design philosophy

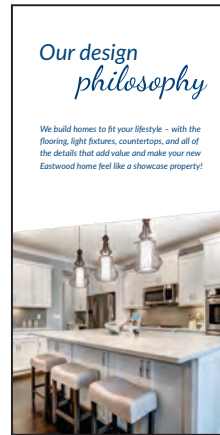
We build homes to fit your lifestyle – with the flooring, light fixtures, countertops, and all of the details that add value and make your new Eastwood home feel like a showcase property!



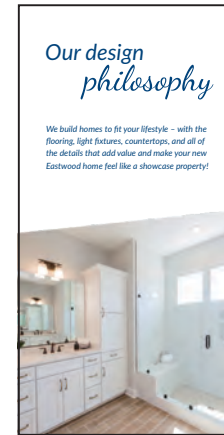
built with care.



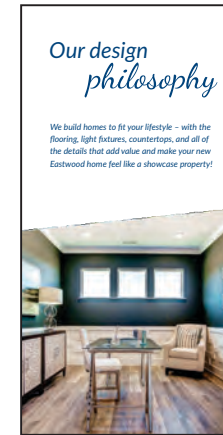
DESIGN-1



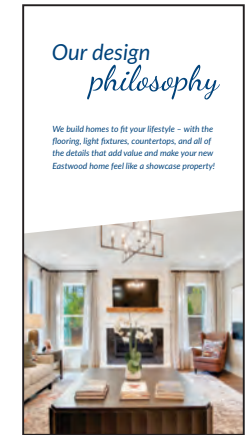
DESIGN-2



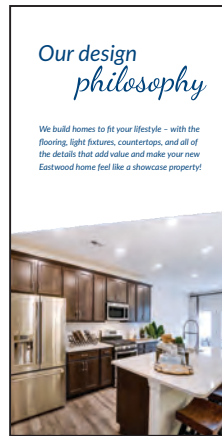
DESIGN-3



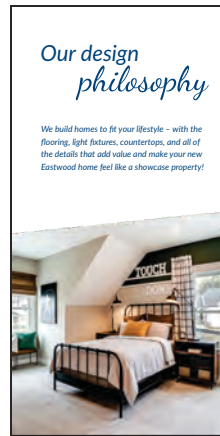
DESIGN-4



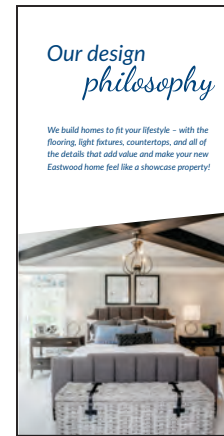
DESIGN-5



DESIGN-6



DESIGN-7



DESIGN-8

Main Panels  
Backprinted on Acrylic  
24"W x 42"H

mounted with  
brushed nickel  
standoffs

# Sales Center Displays

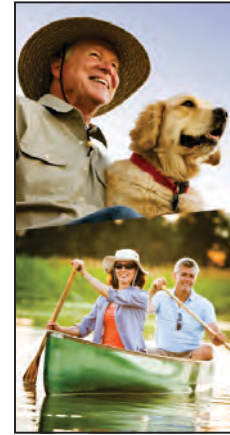
Graphics | Main Panels



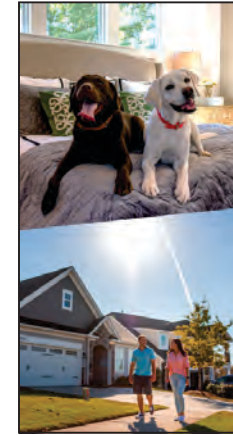
LIFE-1



LIFE-2



LIFE-3



LIFE-4

## Additional Lifestyle



LIFE-5



LIFE-6



LIFE-7

Main Panels  
Backprinted on Acrylic  
24"W x 42"H

mounted with  
brushed nickel  
standoffs



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# Sales Center Displays

## Vinyl Graphics



Wall Vinyl Slogan



Exterior  
Etched Vinyl Logo/Welcome/Hours/Stripes



Office Partition  
Etched Vinyl Logo





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