

Sales Center **STANDARDS**

2024 / v5.1



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 / v5.1

Sales Center Layout

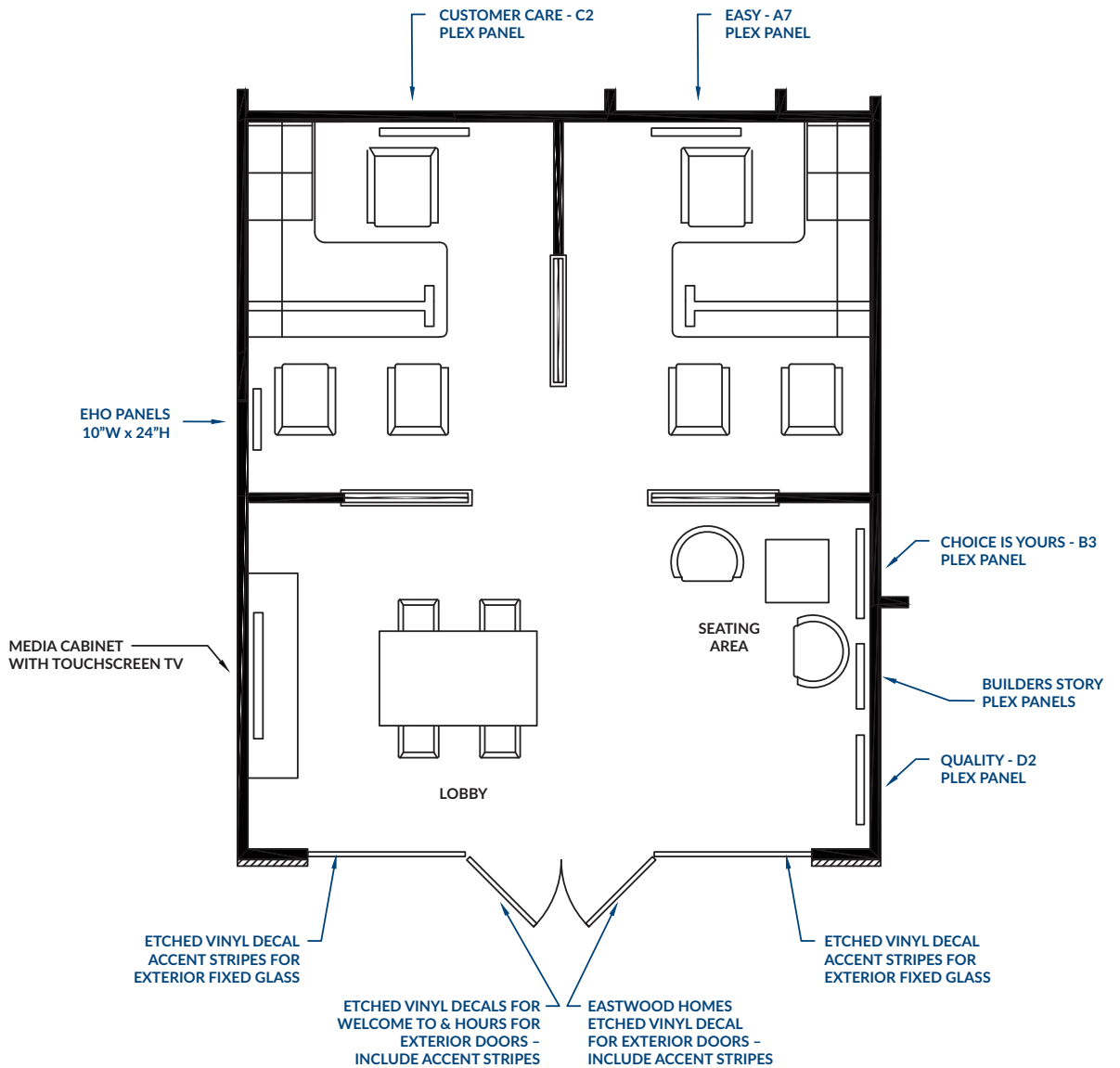
**Front Entry
2-Car Garage
2 Offices**

**Glass Front
Double Doors**

**Graphics shown in Blue*



built with care.



Sales Center Layout

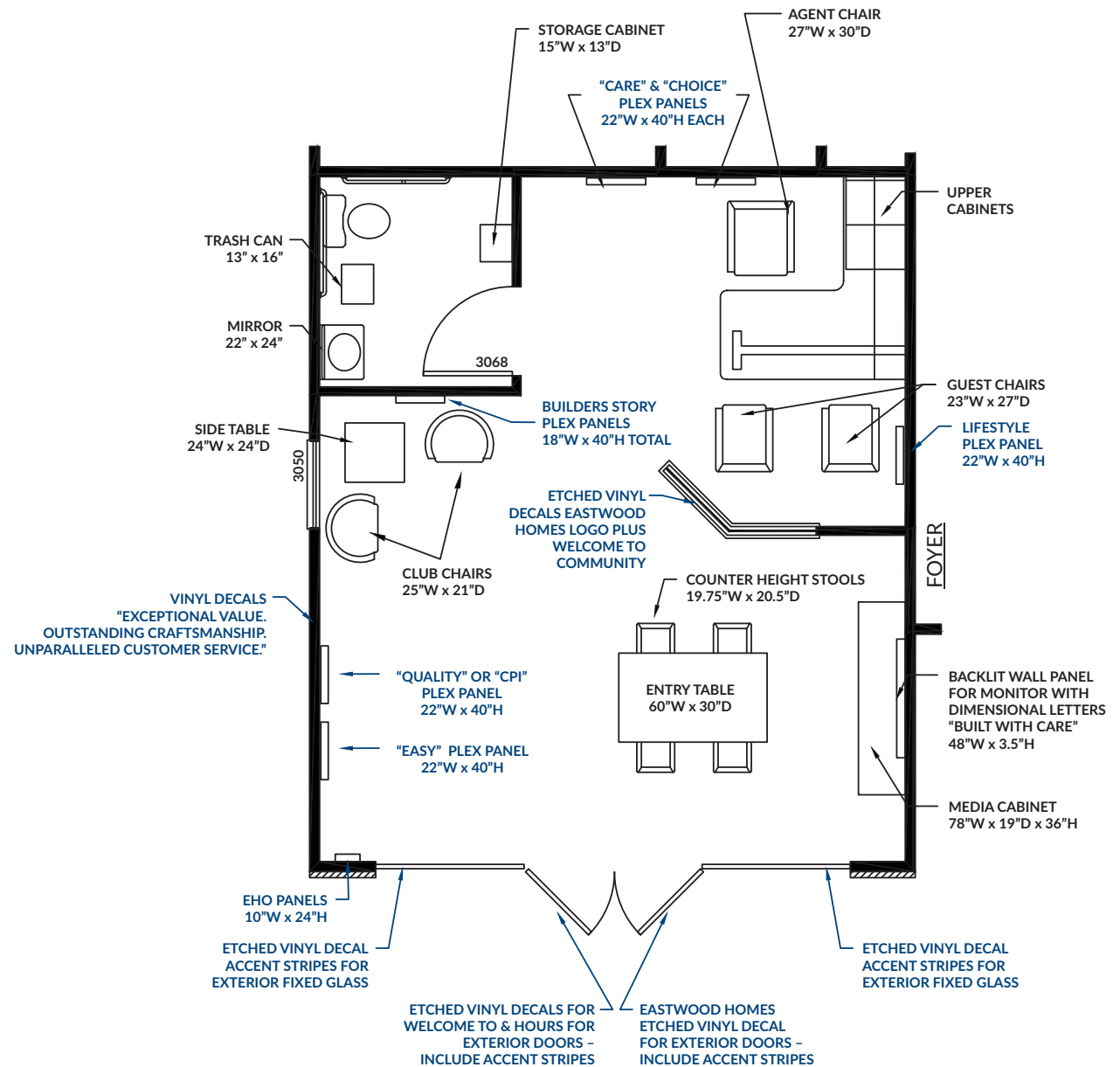
**Front Entry
2-Car Garage
with Restroom**

Glass Front
Double Doors

**Graphics shown in Blue*



built with care.



Sales Center Layout

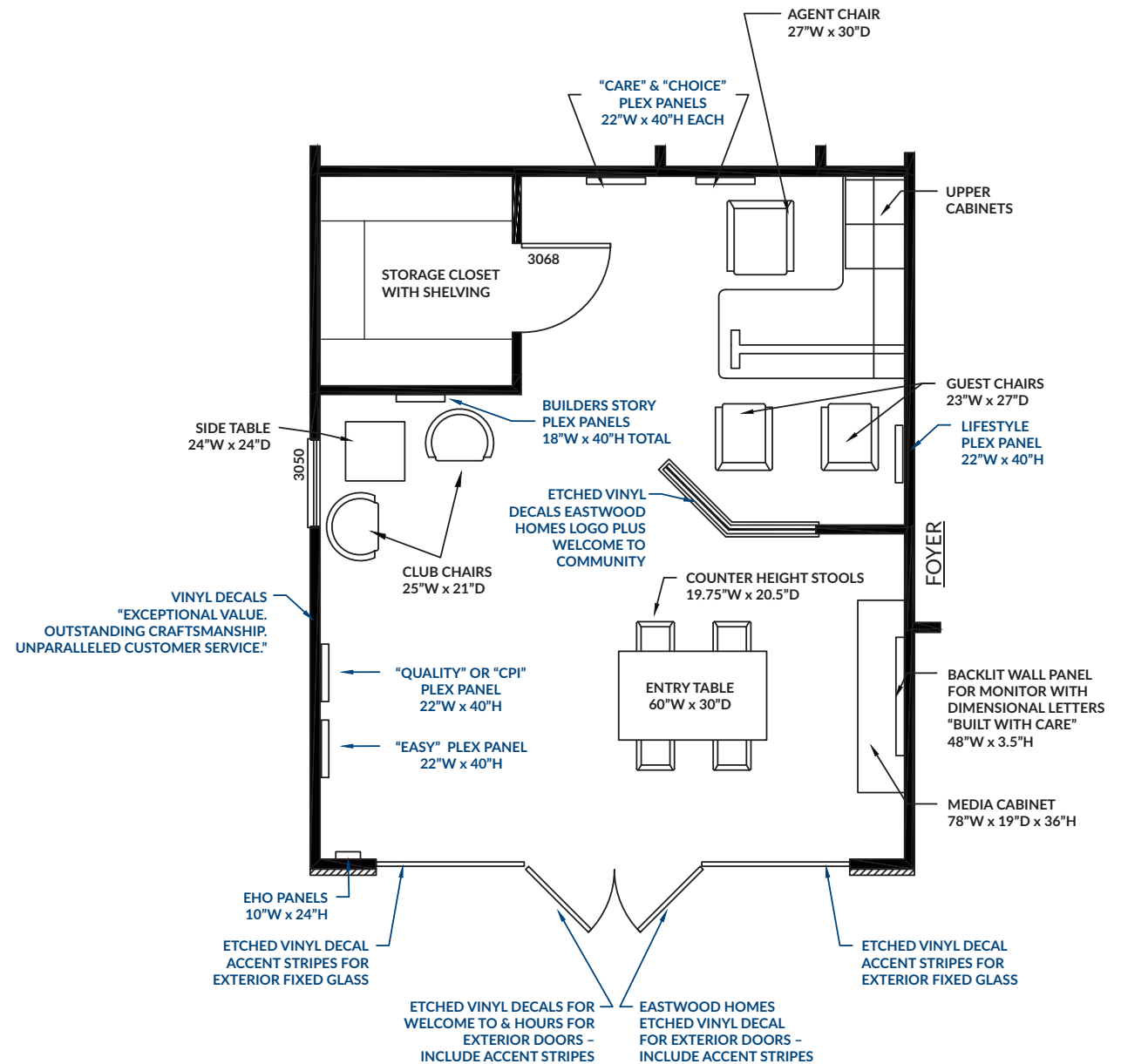
**Front Entry
2-Car Garage
w/o Restroom**

**Glass Front
Double Doors**

**Graphics shown in Blue*



built with care.



Sales Center Layout

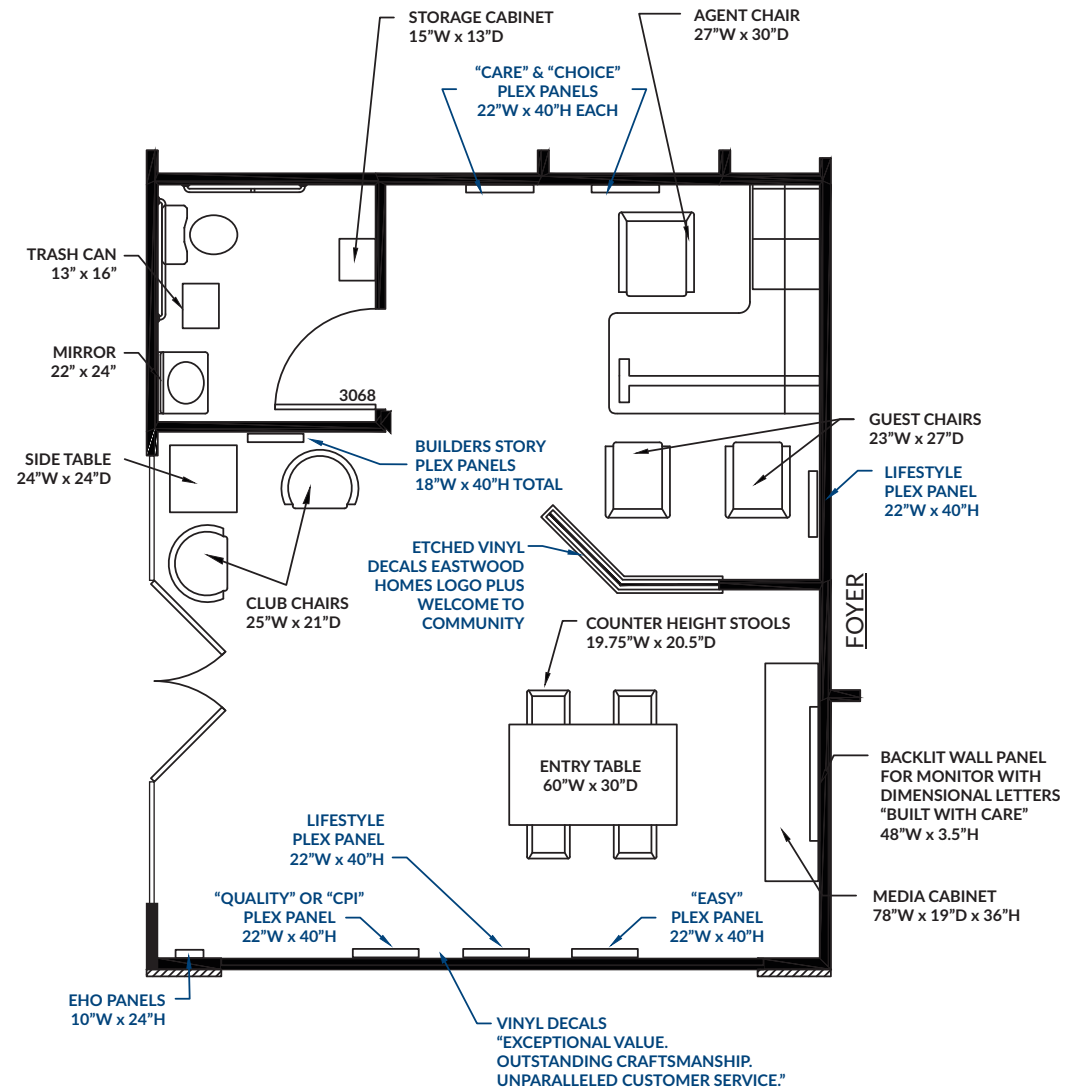
**Side Entry
2-Car Garage
with Restroom**

Single Door

**Graphics shown in Blue*



built with care.



Sales Center Layout

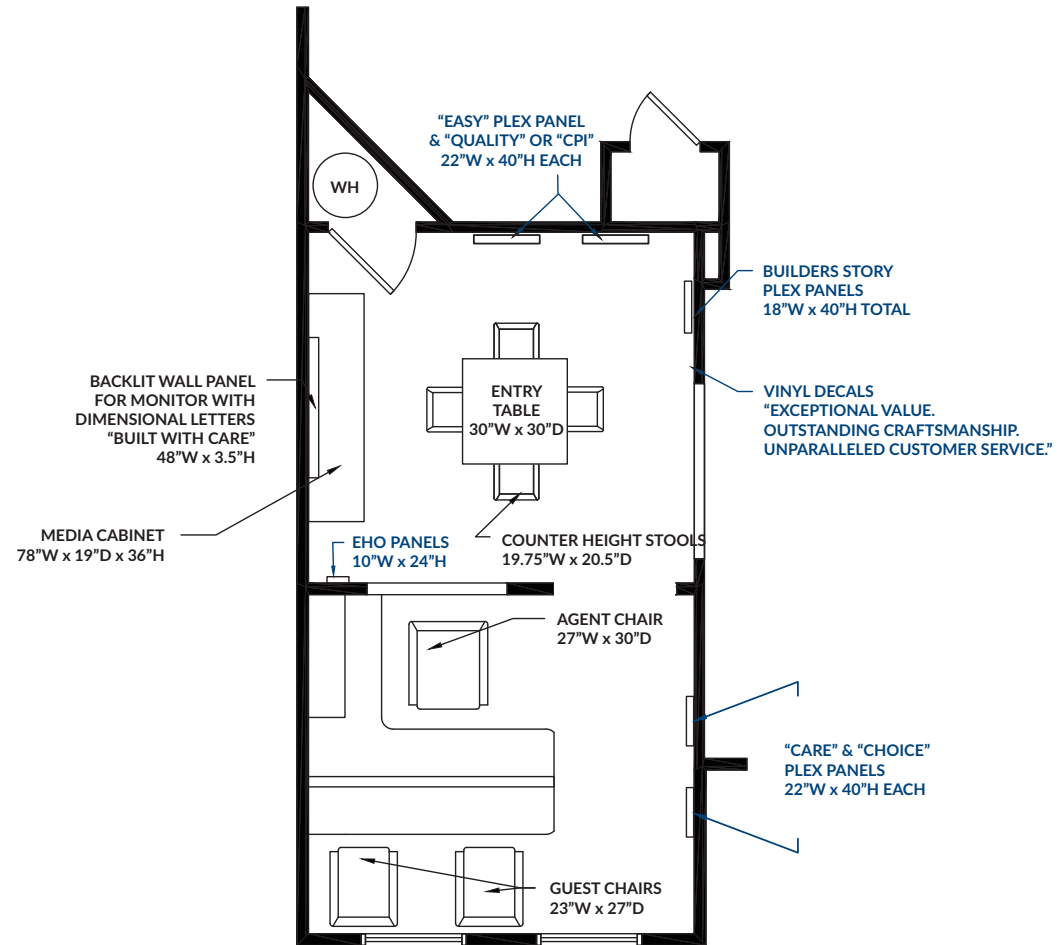
Side Entry Single-Car Garage

Single Door

**Graphics shown in Blue*



built with care.



Sales Center Finishes

Paint & Flooring

Sherwin Williams
Armstrong



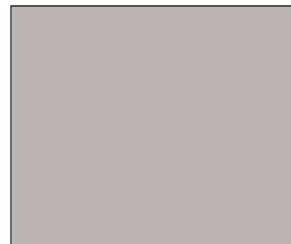
built with care.



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

Flooring 2-Car Garage Locations



built with care.



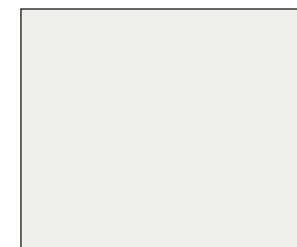
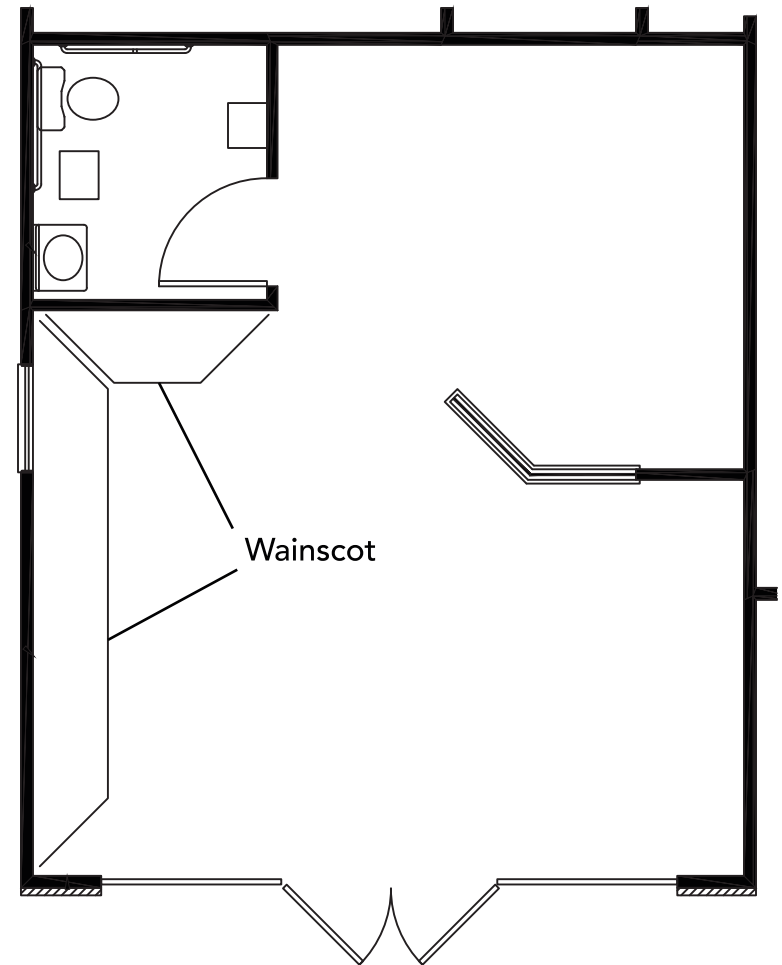
FLOORING:
Shaw Pride Plus Ambassador
Color: 05057
Style No: Ve457
7" x 48" Plank

Sales Center Finishes

Wainscot



*Image to illustrate wainscot only.

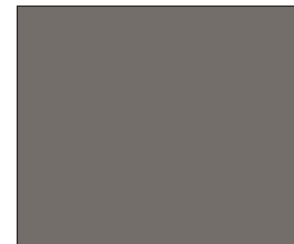


TRIM, DOORS, WAINSCOT:
SW 7006
Extra White
Semi-Gloss

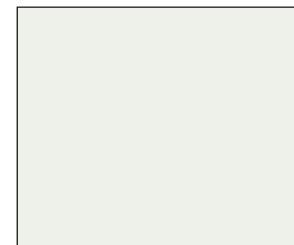


Sales Center Finishes

Shiplap Siding Builder Story Wall



SHIPLAP:
SW 7019
Gauntlet Gray



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



Sales Center Furnishings

Media Wall



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



Backlit Wall Panel
with 3D letters for
"built with care."



Wall Mount for Monitor



Clear Stack Trays
for holding
collateral



Wall Panel Finish
High Pressure
Laminate
to coordinate with
cabinet finish

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

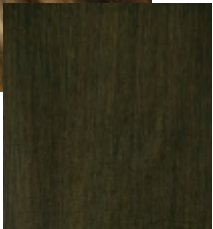


Sales Center Furnishings

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

Seating Group



Club Chair
Gray Linen Upholstery
with Dune Finish Frame



End Table
Dune Finish



Table Lamp



built with care.

Sales Center Furnishings

Agent + Guest Chair Options



Agent Chair
Gray Upholstery
with Chrome Frame



Guest Chair
Gray Upholstery
with Chrome Frame



built with care.

Sales Center Furnishings

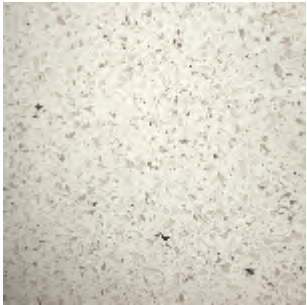
Agent Desk

Builder-Supplied

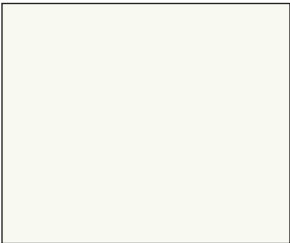


Custom Desk with
Smooth Finish

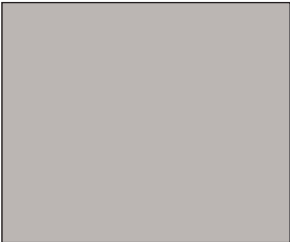
Custom Desk with Beadboard
Cabinets: Aristokraft Birch / White
Style: Berton Square
Hardware: Brushed Nickel Knobs
Masterbrand H316



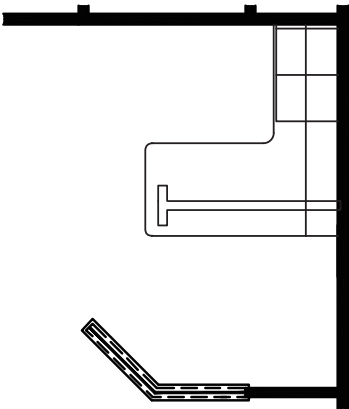
COUNTERTOP:
White Lace
with Eased Edge



TRIM:
SW 7757
High Reflective White
Flat



DESK:
SW 6002
Essential Gray
Eggshell



Sales Center Fixtures

Restroom Fixtures

Builder-Supplied



Moen Faucet



Kohler Commode



Pedestal Sinks



Gerber Maxwell
(Level 1)



Gerber Allerton
(Level2)



Progress Lighting Vanity Light
8-6836-2-SN



Robe Hook



Tissue Holder



Shelf

Sales Center Fixtures

Restroom Accessories BAG-Supplied



Mirror



Cabinet



Trash Can



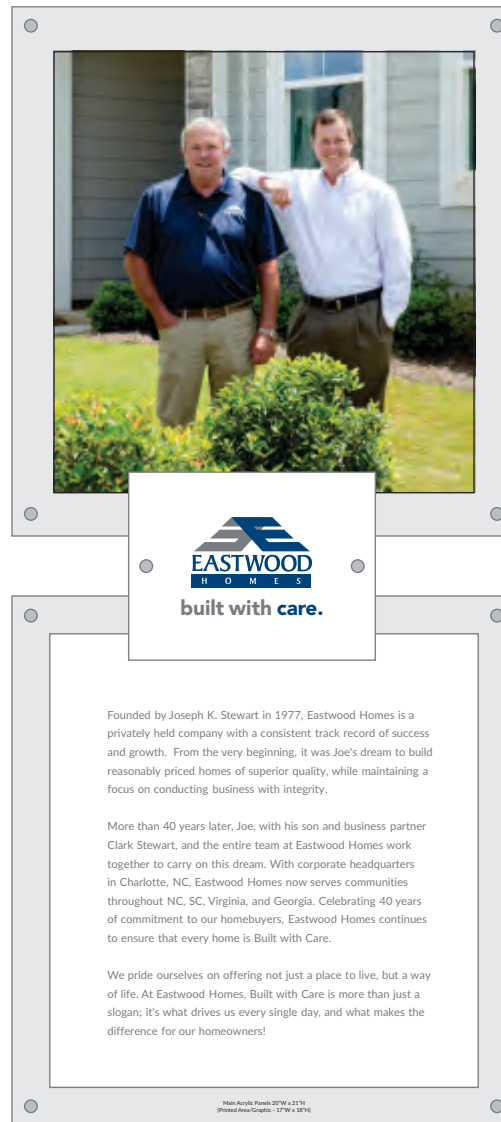
Soap Dispenser



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)**

Sales Center Displays

Graphics | Main Panels

easy

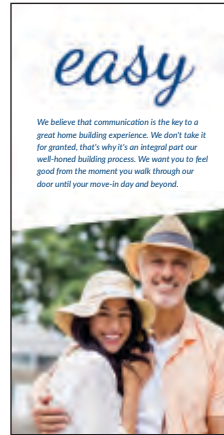
We believe that communication is the key to a great home building experience. We don't take it for granted, that's why it's an integral part our well-honed building process. We want you to feel good from the moment you walk through our door until your move-in day and beyond.



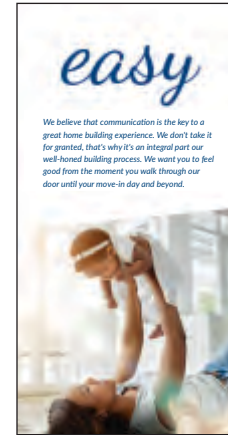
built with care.



EASY-1



EASY-2



EASY-3



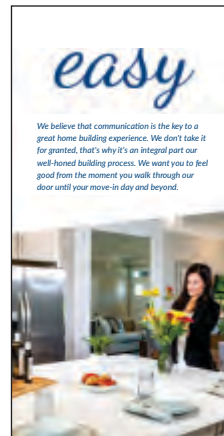
EASY-4



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



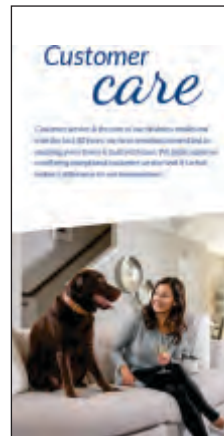
CARE-4



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

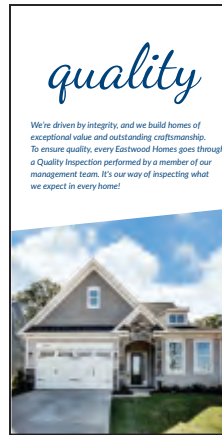
Graphics | Main Panels

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



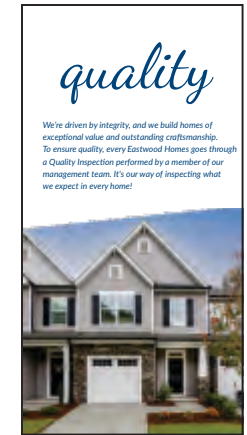
QUALITY-2



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

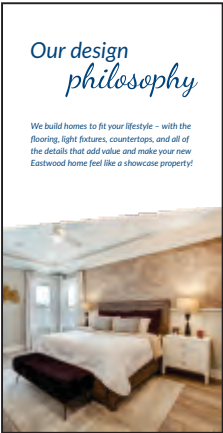
Graphics | Main Panels

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!



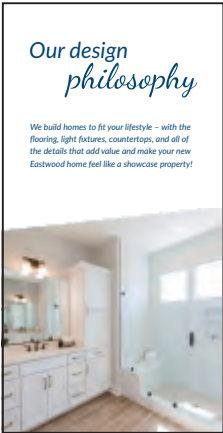
built with care.



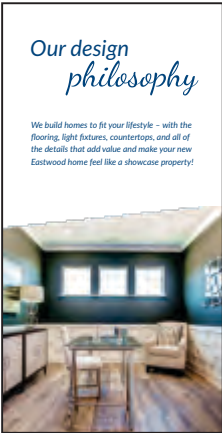
DESIGN-1



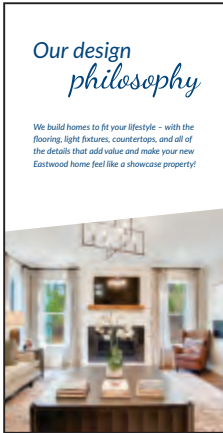
DESIGN-2



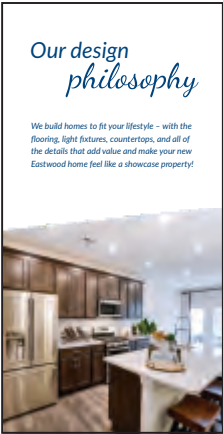
DESIGN-3



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



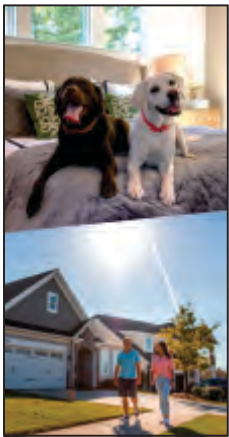
LIFE-1



LIFE-2



LIFE-3



LIFE-4

Additional Lifestyle



LIFE-5



LIFE-6



LIFE-7

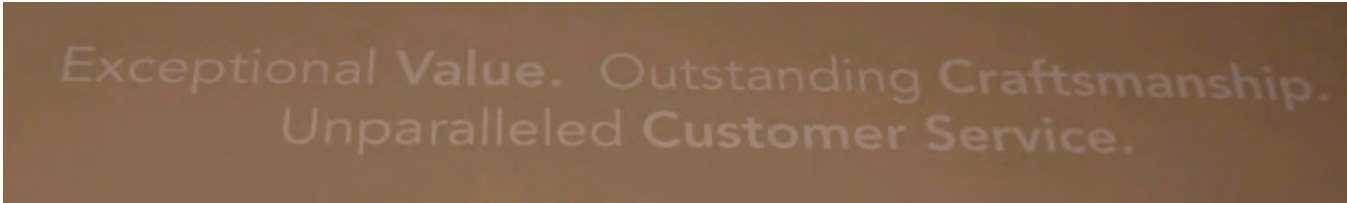
Main Panels
Backprinted on Acrylic
24"W x 42"H

mounted with
brushed nickel
standoffs



Sales Center Displays

Vinyl Graphics



Wall Vinyl Slogan



Exterior
Etched Vinyl Logo/Welcome/Hours/Stripes



Office Partition
Etched Vinyl Logo





built with care.