

THE TELEMARк DIFFERENCE

There are many quality builders on Eastern Long Island yet we at Telemark believe that there are many things that we do, that separate us from our competition. We call these values and our use of best business practices, The Telemark Difference.

The process of selecting a builder for a project can be a difficult, complex, and an inexact process. For this reason often people can become overwhelmed and may use a singular criterion for vendor selection such as price, perceived reputation, or a recommendation. Though each of these factors are important, there are additional factors that measure the capabilities of a builder that will determine whether a building exceeding expectations will be the result of a project.

These factors include:

- 1) Common Vision
- 2) Longevity and Commitment to Quality
- 3) Independent Third Party Recognition
- 4) Commitment to Service & Training
- 5) Control of Resources/
Millwork/Painting/Carpentry
- 6) Efficiency in Internal Systems
- 7) Trust

COMMON VISION/ - When an architect and client share a common vision of design and a builder is able to execute their vision with precision, the result will exceed expectations. We believe the creation of trust within the project team combined with a spirit of focused teamwork will lead to the creation of an extraordinary building. Telemark and its project partners have a long standing reputation of having created some of the most remarkable structures on the east end of Long Island. We believe the value of commonness of vision is essential to achieving extraordinary results. Our work, references, reputation, and longevity of business are testament to our commitment to excellence.

We will provide you with a list of references and projects (many of which are photo documented on our website) that include some of the most revered structures on the eastern end of Long Island. Please take the time to view the video included in this package. This production was produced by HOUSE TV, and aired on NBC.

The video features the recreation and gut renovation of a historic estate, once owned by J.P.Morgan, on Gin Lane in Southampton. This estate has since sold in March 2008 for what remains today the all time record sales transaction for residential real estate in the

Hamptons. The video is also accessible from our home page at www.Telemarkinc.com
(VIEW OUR VIDEO NOW)

LONGEVITY and COMMITMENT to QUALITY – There are many builders on Long Island that claim to be committed to quality workmanship however very few can claim that they have been doing quality work for over 30 years. Fewer still can make the claim that building, servicing, and maintaining homes are their exclusive business.

Telemark’s commitment to quality workmanship is born from the Scandinavian heritage of the company’s two principle shareholders Frank and Roy Dalene. Their long term commitment to European craftsmanship has resulted in Telemark homes being publically recognized for their superb workmanship. Telemark homes often sell at a premium and sell more quickly than other properties. During 2008 two Telemark projects led all residential real estate sales in the Hamptons. In 2009, once again, a Telemark project topped all residential real estate sales transactions in the Hamptons.

Both Frank and Roy Dalene have received numerous national and local awards as innovators and for their commitment to education within the trade. Recently (9/14/07) Roy was singled out by the LIBI East End Chapter for “Contribution, Commitment and Dedication, to the Building Profession,” As well as numerous proclamations from State and local legislators .

Both Frank and Roy believe that “quality is something that can be felt”. When stepping inside a Telemark home, one is truly able to understand the Dalene’s uncompromised commitment to craftsmanship.

INDEPENDENT THIRD PARTY RECOGNITION - When one supplies references during the sales and proposal process, one normally provides trade, customer, and architectural references. As is obvious, a prospective vendor normally does not provide a reference list filled with names giving less than glowing references.

Independent third party recognition is significant for obvious reasons; there is no economic motive for an independent third party to give positive recognition. Though third party comments are normally published comments, they illustrate the referenced builder has performed well enough to be considered among the “best of the best” in the country, state, or region.

In 2010 Telemark through the Hamptons Green Alliance (which Telemark created) received a legislative proclamation from the New York State Senate and Assembly for building the technologically advanced HGA House. We know of no other building firm in New York State that received this type of independent recognition and honor.

COMMITMENT TO SERVICE AND TRAINING - Having a service mentality is a core value of a company. To be committed to service, a builder must have a formal infrastructure to provide ongoing service over the long term.

At Telemark we have created a separate division that provides contract service as well as on call repairs for our clientele. In addition to providing 24/7 service with one hour telephone response, we have the resources to take full responsibility for the operation of an estate.

We invest in our employees and our company through continuous training. Recently, we became certified by BPI, The Builders Performance Institute. This designation is a requirement of a number of local, regional, and statewide entities and provides our clients with the assurance that Telemark is certified to make recommendations and complete projects that deal with the comfort, health, safety, durability, and energy efficiency of homes we maintain.

Tim Dalene, Roy's son, joined the company in 2005 with an Engineering and Management degree to add the third generation to Telemark. He is a United States Green Building Council LEED AP. In addition to Tim's LEED AP status we currently have another employee in training, and have two people that are NAHB Green Professional Certified. These certifications insure that you, the client are dealing with a firm that is trained with knowledge of the latest in sustainable building technologies and the best that building science has to offer.

In regard to the long term service and maintenance of a home/estate, one should consider the service capabilities of the builder along with the company's commitment to continuous improvement, formal certifications, and ongoing training.

CONTROL OF RESOURCES/IN HOUSE MILLWORK- The resources under the control of a builder will impact how many jobs are ongoing and how quickly each project is completed. While it is normal to outsource many trades such as electric, HVAC, and plumbing, it is important that a builder have control of the resource they use to ensure that a project is completed on a timely basis. At Telemark we fully control our carpenters and painters and have functional control with our trades. These relationships are the products of years of working together.

When building extraordinary custom estates, custom millwork is generally a requirement. At Telemark, our commitment to quality is such that we have invested in a full custom woodworking shop. We have the capability to turn out work of uncompromised quality. Bringing this function in house has given us control over

project completion as well ensuring that our European trained cabinet makers deliver the finest quality custom work available.

Those builders with an in-house custom cabinet making capability offer clients a higher level of service and control than those that must outsource custom mill work.

EFFICIENCY IN INTERNAL SYSTEMS - The use of advanced construction software and using a disciplined approach to building, increases efficiency, reduces the construction timeline, while also reducing risk and cost. Our use of Timberline and Sure Track P-3 allows Telemark to substantially shorten the traditional construction timeline while also increasing control. We use our systems to provide access to and monitor documentation, increasing the efficiency of our communications, while also reducing business risk.

We are highly sophisticated in our use of systems, the use of which allows us to complete projects in less time and with more control than any other residential builder that we know of. In fact our disciplined approach toward building allows us to set a zero level punch list goal at project completion.

TRUST- The end product of a builder's effort is typically a project that is completed on time. At Telemark we aspire to a loftier goal.

We believe that a client's expectations will be exceeded when an architect, builder, and client work together to actualize a common vision. By working together in this spirit of focused teamwork, we aspire to establish a trust based relationship that lives well beyond the completion of the project.

We hope as you review our proposal, you will consider how The Telemark Difference relates to your home. If you select us to build an extraordinary residence for you, we will perform, exceed your expectations, and be transparent and ethical in everything we do.