

SERVICE FEATURES / PRODUCT COMPARISON MATRIX

	Resi-Cost™ On-Line Estimating Application			Free Website Calculators	"Economy" Priced Excel Calculators
	Resi-Cost LITE	Resi-Cost FULL FUNCTION	Resi-Cost MANAGED		
NATURE OF PRODUCT / SERVICE					
On-line cost estimating application and proprietary database powered by patent pending estimating engine	YES	YES	-	-	-
Custom consulting service with estimate developed by Home-Cost.com and includes detailed questionnaire, personal conference call and review by Home-Cost.com of Customer's plans and other supporting material	-	-	YES	-	-
Web browser based calculator	-	-	-	YES	-
Excel Spreadsheet with macros and limited lookup tables	-	-	-	-	YES
RELIABILITY					
Company Guarantees Accuracy / Satisfaction of complete home cost estimate RESULTS	YES	YES	YES	-	-
TRUSTe certification review of Guarantee procedures and protection of customer's Personal Information	YES	YES	YES	-	-
Application has built in coding to prevent mistakes by User and to "enable" only appropriate options from being chosen based on User's decisions and selections	YES	YES	YES	-	-
Identifies and calculates all construction costs for a home project including full sitework, appliances, site utilities General Contractor costs, etc.	YES	YES	YES	-	-
Software ALLOWS User to make significant selection mistakes and to enter wrong data (e.g., like selecting a 2,000 SF 1st floor and a 5,000 SF basement)	-	-	-	YES	YES
Requires downloading and installing software	-	-	-	-	YES
INTENDED AUDIENCE OF PRODUCT / CORE BUSINESS OF COMPANY					
Designed for easy and accurate home cost estimating and decision making by the general public	YES	YES	YES	-	-
Core business is providing reliable home cost estimating for the general public	YES	YES	YES	-	-
Free website is "hook"; Core business is selling construction books / CD's to building industry	-	-	-	YES	-
Core business is selling various Excel based spreadsheet calculator templates	-	-	-	-	YES
PRECISION OF COST CALCULATIONS					
Uses specific 5 digit zip code to pinpoint regional cost / climatic factors	YES	YES	YES	-	-
Uses broad ranges (reduced accuracy) of Zip Codes to determine generic cost adjustment factor	-	-	-	YES	YES
Number of available Zip Codes in cost database to adjust for local construction / labor conditions	over 40,000	over 40,000	over 40,000	up to about 550	up to about 220
Number of available Zip Codes in database to adjust for local environmental conditions used in calculating energy requirements and furnace size/cost	over 40,000	over 40,000	over 40,000	-	-
USER CONTROL OVER WHAT COST IS BEING BASED UPON					
User controls the selection of their specific quality levels materials and construction	YES	YES	YES	-	-
User can have the computer calculate default values or can take total control over quantities of materials such as number of doors, length of kitchen cabinets, number of appliances, etc.	YES	YES	YES	-	-
Estimates cost for a SPECIFIC HOME	YES	YES	YES	-	-
Estimates cost for a SPECIFIC LOCATION	YES	YES	YES	-	-
Estimates cost based on unreliable "\$ per SF" and generic "range of Construction Quality" (What is the difference between "Custom" and "Luxury" categories anyway?)	-	-	-	YES	YES
Generic assumptions of quality levels of construction, materials and quantities within categories	-	-	-	YES	YES
Generic assumptions of material quantities such as number of doors, length of kitchen cabinets, number of appliances, etc.	-	-	-	YES	YES
Requires the User to supplement cost information and to provide its own Local cost adjustments in a spreadsheet	-	-	-	-	YES
EXTENT OF OPTIONS UPON WHICH HOUSE COST IS BASED					
Number of available construction material and finish material options available for User's selection	Over 3,000	Over 3,300	Over 3,300	±15	±75
Includes editable costs for General Contractor's (Builder's) Overhead and Profit and General Conditions	YES	YES	YES	-	-
SITWORK: Includes costs for sitework utilities such as access road, septic, well, propane, city utility extensions etc.	YES	YES	YES	-	-
APPLIANCES: Includes installed costs for full range of appliances	YES	YES	YES	-	-
Estimates cost for Timber Frame construction	YES	YES	YES	-	-
Estimates cost for Structural Insulated Panel (SIP) construction	YES	YES	YES	-	-
Estimates costs for Walkout Basement construction	YES	YES	YES	-	-
Estimates costs for individual Special Spaces such as Kitchen, Master Bathroom, Full Baths, Half Baths, Laundry/Mud Room, Library, Foyer, etc., all as determined by the User	YES	YES	YES	-	-
Provides detailed options for cabinetry countertops in Kitchen and Baths including Granite, Soapstone, Concrete, Tile, Wood, Corian®, Quartz Resin, Cultured Marble, Plastic Laminated, etc.	YES	YES	YES	-	-
Provides detailed options for cabinetry in Kitchen and Baths including standard melamine, hardwood doors, hardwood doors and frames, dovetailed joints; solid wood custom cabinetry, etc.	YES	YES	YES	-	-
PRICING					
Cost:	-	-	-	FREE	\$50-\$75
Cost: (1-month Resi-Cost subscription)	\$99	\$199			
Cost: (6-month Resi-Cost subscription)	\$299	\$599	\$1,249		
The following Product upgrades are available within initial 6-month subscription period	100% purchase price upgrade credit to FULL	100% purchase price upgrade credit to MANAGED			
COST after IndyMac Bank REBATE (up to \$600) if home project is financed with IndyMac	FREE	FREE	\$649		

SERVICE FEATURES / PRODUCT COMPARISON MATRIX

	Resi-Cost™ On-Line Estimating Application			Free Website Calculators	"Economy" Priced Excel Calculators
	Resi-Cost LITE	Resi-Cost FULL FUNCTION	Resi-Cost MANAGED		
NATURE OF PRODUCT / SERVICE					
On-line cost estimating application and proprietary database powered by patent pending estimating engine	YES	YES	-	-	-
Custom consulting service with estimate developed by Home-Cost.com and includes detailed questionnaire, personal conference call and review by Home-Cost.com of Customer's plans and other supporting material	-	-	YES	-	-
Web browser based calculator	-	-	-	YES	-
Excel Spreadsheet with macros and limited lookup tables	-	-	-	-	YES
RELIABILITY					
Company Guarantees Accuracy / Satisfaction of complete home cost estimate RESULTS	YES	YES	YES	-	-
TRUSTe certification review of Guarantee procedures and protection of customer's Personal Information	YES	YES	YES	-	-
Application has built in coding to prevent mistakes by User and to "enable" only appropriate options from being chosen based on User's decisions and selections	YES	YES	YES	-	-
Identifies and calculates all construction costs for a home project including full sitework, appliances, site utilities, General Contractor costs, etc.	YES	YES	YES	-	-
Software ALLOWS User to make significant selection mistakes and to enter wrong data (e.g., like selecting a 2,000 SF 1st floor and a 5,000 SF basement)	-	-	-	YES	YES
Requires downloading and installing software	-	-	-	-	YES
INTENDED AUDIENCE OF PRODUCT / CORE BUSINESS OF COMPANY					
Designed for easy and accurate home cost estimating and decision making by the general public	YES	YES	YES	-	-
Core business is providing reliable home cost estimating for the general public	YES	YES	YES	-	-
Free website is "hook"; Core business is selling construction books / CD's to building industry	-	-	-	YES	-
Core business is selling various Excel based spreadsheet calculator templates	-	-	-	-	YES
USER CONTROL OVER WHAT COST IS BEING BASED UPON					
User controls the selection of their specific quality levels materials and construction	YES	YES	YES	-	-
User can have the computer calculate default values or can take total control over quantities of materials such as number of doors, length of kitchen cabinets, number of appliances, etc.	YES	YES	YES	-	-
Estimates cost for a SPECIFIC HOME	YES	YES	YES	-	-
Estimates cost for a SPECIFIC LOCATION	YES	YES	YES	-	-
Estimates cost based on unreliable "\$ per SF" and generic "range of Construction Quality" (What is the difference between "Custom" and "Luxury" categories anyway?)	-	-	-	YES	YES
Generic assumptions of quality levels of construction, materials and quantities within categories	-	-	-	YES	YES
Generic assumptions of material quantities such as number of doors, length of kitchen cabinets, number of appliances, etc.	-	-	-	YES	YES
Requires the User to supplement cost information and to provide its own Local cost adjustments in a spreadsheet	-	-	-	-	YES

	Resi-Cost™ On-Line Estimating Application			Free Website Calculators	"Economy" Priced Excel Calculators
	Resi-Cost LITE	Resi-Cost FULL FUNCTION	Resi-Cost MANAGED		
SERVICE FEATURES / PRODUCT COMPARISON MATRIX					
PRECISION OF COST CALCULATIONS					
Uses specific 5 digit zip code to pinpoint regional cost / climatic factors	YES	YES	YES	-	-
Uses broad ranges (reduced accuracy) of Zip Codes to determine generic cost adjustment factor	-	-	-	YES	YES
Number of available Zip Codes in cost database to adjust for local construction / labor conditions	over 40,000	over 40,000	over 40,000	up to about 550	up to about 220
Number of available Zip Codes in database to adjust for local environmental conditions used in calculating energy requirements and furnace size/cost	over 40,000	over 40,000	over 40,000	-	-
EXTENT OF OPTIONS UPON WHICH HOUSE COST IS BASED					
Number of available construction material and finish material options available for User's selection	Over 3,000	Over 3,300	Over 3,300	±15	±75
Includes editable costs for General Contractor's (Builder's) Overhead and Profit and General Conditions	YES	YES	YES	-	-
SITWORK: Includes costs for sitework utilities such as access road, septic, well, propane, city utility extensions, etc.	YES	YES	YES	-	-
APPLIANCES: Includes installed costs for full range of appliances	YES	YES	YES	-	-
Estimates cost for Timber Frame construction	YES	YES	YES	-	-
Estimates cost for Structural Insulated Panel (SIP) construction	YES	YES	YES	-	-
Estimates costs for Walkout Basement construction	YES	YES	YES	-	-
Estimates costs for individual Special Spaces such as Kitchen, Master Bathroom, Full Baths, Half Baths, Laundry/Mud Room, Library, Foyer, etc., all as determined by the User	YES	YES	YES	-	-
Provides detailed options for cabinetry countertops in Kitchen and Baths including Granite, Soapstone, Concrete, Tile, Wood, Corian®, Quartz Resin, Cultured Marble, Plastic Laminate, etc.	YES	YES	YES	-	-
Provides detailed options for cabinetry in Kitchen and Baths including standard melamine, hardwood doors, hardwood doors and frames, dovetailed joints; solid wood custom cabinetry, etc.	YES	YES	YES	-	-
PRICING					
Cost:	-	-	-	FREE	\$50-\$75
Cost: (1-month Resi-Cost subscription)	\$99	\$199			
Cost: (6-month Resi-Cost subscription)	\$299	\$599	\$1,249		
<i>The following Product upgrades are available within initial 6-month subscription period</i>	<i>100% purchase price upgrade credit to FULL</i>	<i>100% purchase price upgrade credit to MANAGED</i>			
COST after IndyMac Bank REBATE (up to \$600) if home project is financed with IndyMac	FREE	FREE	\$649		