MELISSA MOORE ADVISORY / FEATURED PORTFOLIO

Hawthorne Residence

Luxury Custom Home | JobTread Experience Design

Faster selections. Fewer change-order surprises. Clean budgets.



> *A purpose-built construction management showcase connecting homeowner decisions, schedules, selections and financial controls.*

THE PROJECT

Hawthorne Residence is a luxury custom-home demonstration built inside JobTread. It models an integrated builder and homeowner experience, from pre-construction and design through final orientation and warranty.

INSIDE THE BUILD

19

SELECTION DOCUMENTS

60 priced options across luxury interiors, appliances, finishes and outdoor living.

5

PROJECT PHASES

Milestones, homeowner-facing progress and decision deadlines.

82

COST GROUPS

Estimating, allowances, upgrade pricing and budget structure.

THE HOMEOWNER JOURNEY

Pre-Construction — Design — Selections — Construction — Orientation & Warranty

HOW I BUILD YOURS

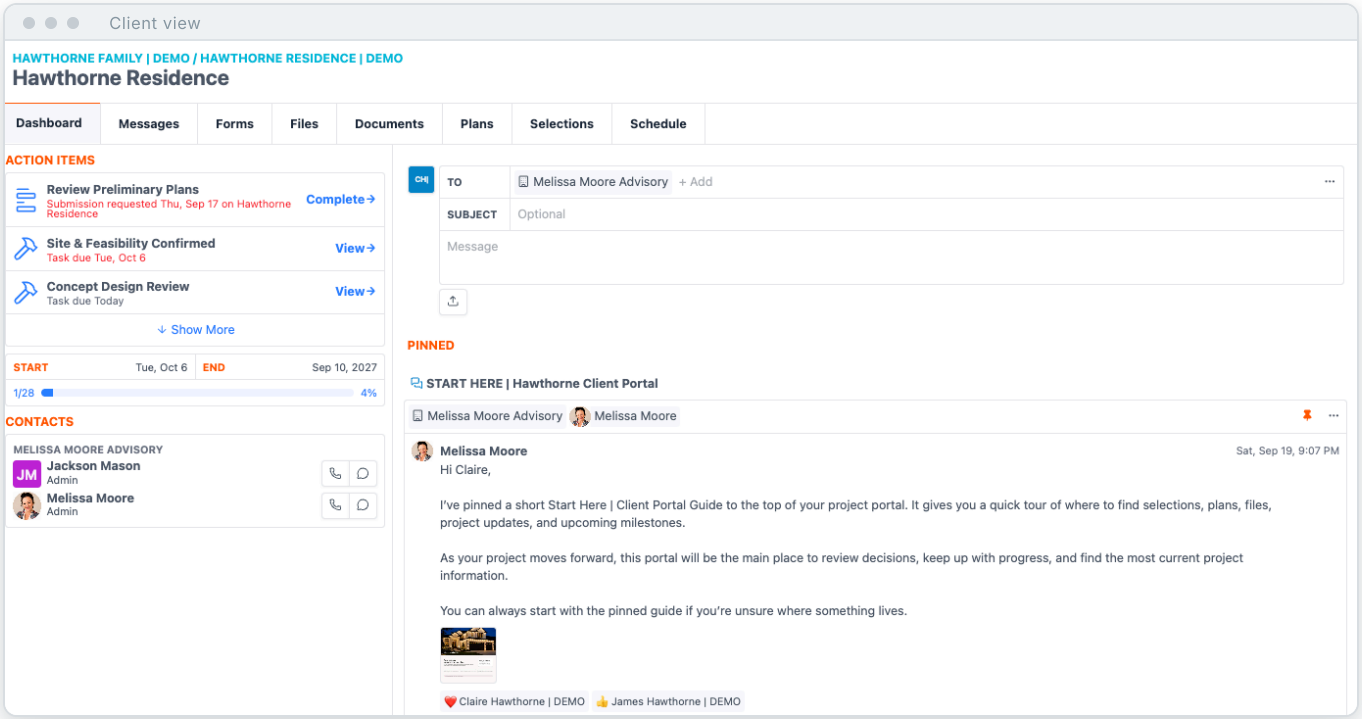
01	02	03	04
DISCOVERY	**BUILD**	**TRAIN**	**SUPPORT**
Map how your team sells, selects, builds and bills today.	Cost groups, selections, schedules and portal set up in your account.	Hands-on sessions so your team runs it with confidence.	Refinements as your first jobs move through the system.

MELISSA MOORE ADVISORY

Construction Ops • Certified JobTread Implementation Partner

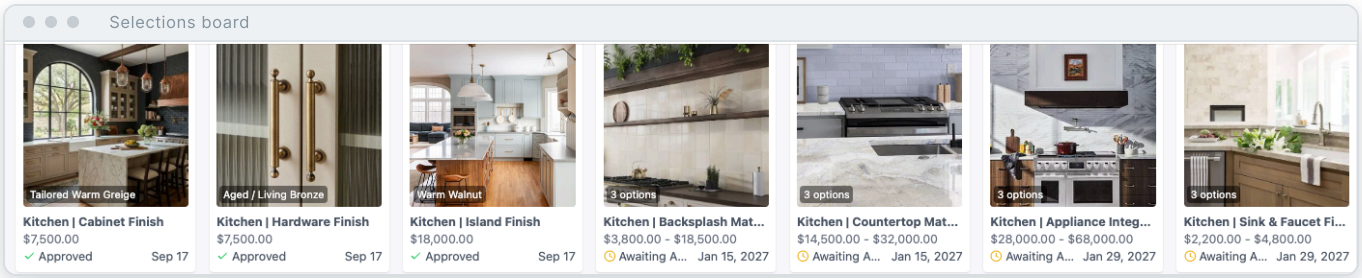
VIEW HAWTHORNE EXPERIENCE →

THE HOMEOWNER DASHBOARD



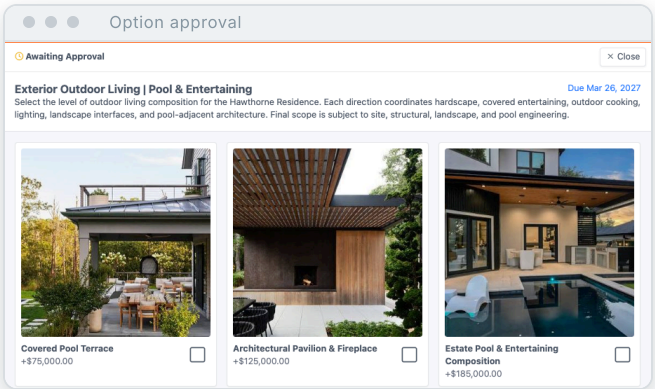
START HERE A pinned guide, action items with due dates and a live project timeline greet the homeowner on login.

SELECTIONS



BY ROOM Priced options with approval status and decision deadlines tied to the schedule.

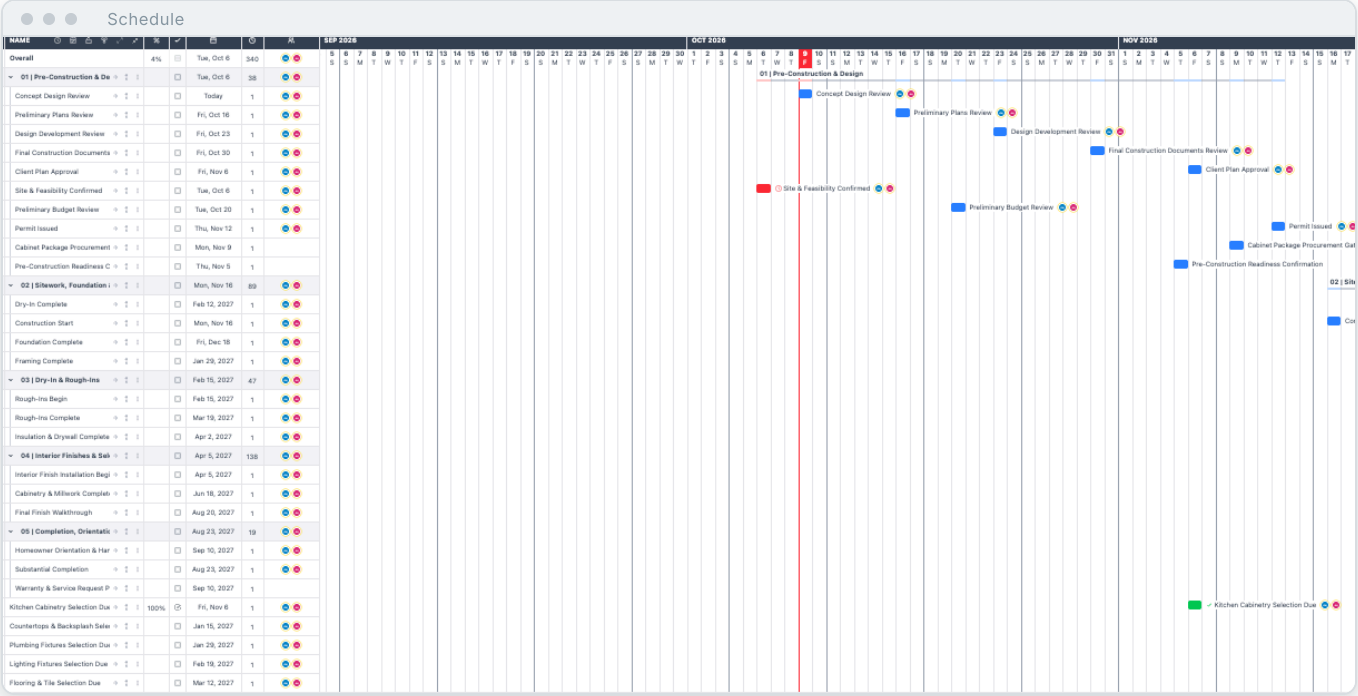
OPTION APPROVAL



COMPARE & APPROVE

Homeowners compare curated options side by side, see the price impact of each and approve or message the team from the same screen.

PHASED SCHEDULING



FIVE PHASES Design reviews, permits, construction milestones and selection deadlines on one timeline, from pre-construction through warranty.

A BETTER BUILD EXPERIENCE

Every decision lives in one place. A pinned Start Here guide orients homeowners on day one, and role-based access gives them full transparency while protecting internal financials.

- Start Here Guide
- Project Updates
- Plans & Documents
- Selections
- Approvals
- Role-Based Access



DAY ONE The Start Here guide pinned to the homeowner portal.

READY TO BUILD YOURS

Connect with Melissa Moore Advisory in the JobTread Marketplace