



**RAWSON  
HOMES**  
— EST 1978 —

| TAILORED



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YOUR HOME, YOUR WAY.

Build better,  
**together.**





We are a group of passionate individuals  
who are building better, **together.**



Better outcomes, better experiences and  
better homes, **tailored to suit you.**





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Building better, **together.**

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Everything you love,  
*tailored to you.*



Rawson Homes Tailored brings the very best of what we have to offer to you. Better designs, better quality, better price and a better experience.

With access to a rich portfolio of inspiring designs and floor plans; and a personalised service that gives you

the opportunity to uniquely customise your home – building your home, your way is now better than ever.

Live your dream in a home that tells the story of who you are with Tailored by Rawson Homes.

Rawson Homes. Build better, **together.**





You know how you want to live.

*We know how to make it happen.*

## Better **Design.**



*Don't just build it. Tailor it to suit your every need.*

Access a rich portfolio of contemporary designs, and customise your floor plan to your exact style. Further personalise your spaces with custom upgrades and luxury options so your home truly reflects the way you love to live. Our tailored solutions allow you to customise your home to make it uniquely your own, inside and out.

## Better **Quality.**



*Quality is our top priority.*

Our commitment to quality starts with our people and extends throughout every aspect of our business. You'll experience it in our personalised service, the quality of our inclusions and most importantly, the superiority of our build that gives you a better quality home.



## Better **Price.**



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*Rest easy knowing everything is included.*

By working hand in hand with our team to select your final home design and tailored solutions, we provide you with a more accurate, easy to understand quote that highlights all costs. This includes any key building elements and potential risks you need to know. With no hidden surprises, it's better peace of mind.

## Better **Experience.**



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*We are here for you, every step of the way.*

Rawson Tailored offers you a premium, personalised building service, which means not only are we dedicated to delivering you the best home, it's a home created together as partners. This commitment to you and your family is what makes your experience with Rawson Homes the very best it can be.







## Your home, **your way.**

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Our Tailored approach provides you with access to an extra level of personalisation, tailored to you.

Guided by experts throughout your journey, you'll be inspired by the possibilities and engaged throughout the process.

Tailored is our premium offering for clients wanting that extra level of personalisation, however if you are looking for a more simplified approach you can also choose to build with us through our Select or Adapt process.

## Tailored.

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**Tailored** is our personalised service with total customisation. Together, we work with you throughout your build journey. Feel confident in the decisions you make; from designing your home to suit your lifestyle to personalising internal and external features; we're with you all the way.

**Find out more about the Tailored approach and process as you read through this brochure.**

## Select.

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**Select** gives you access to a range of our most popular architecturally designed homes and floor plans.

The Select range has been expertly curated by our in-house architects based on feedback from Rawson Homes customers, simplifying your home building journey.

## Adapt.

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**Adapt** offers the flexibility to make additional modifications to your chosen Select floor plan.

Through a personal planning session our specialists will work closely with you to identify changes that can be adapted to suit your floor plan, and lifestyle.





## A process **tailored to you.**

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### **EVERYTHING YOU'VE ALWAYS WANTED, THE WAY YOU WANT IT.**

If you love the finer things in life and want to partner with our home design experts to make your dream home a reality, then Rawson Tailored is for you. It's all the choices you could ever want, with all the support and guidance you need to truly create the home you've always imagined.

**It's your home, and we're with you all the way.**



## A process tailored to you.

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## STEP

## 1

## LIFESTYLE VISION

### Let's discover your lifestyle.

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## EXPLORATION &amp; DISCOVERY

Your lifestyle vision journey begins with a personalised session with our friendly sales team at one of our display homes. Here we discuss with you the vision of your home and explore the many different designs and features available to bring your new home to life. It's our way of getting to know you, understand the lifestyle you want to live, and the essential features your new home will need.

## DESIGN CONSULTATION

Next, one of our expert home designers will conduct a personalised design consultation with you. Delving deeper into how you live, we help you consider all the needs you might have; not just for today but for the future, ensuring every aspect of your home is taken into consideration. We also look at the site location and how we can maximise it's potential for the home you want.

View the following page for tips on how to prepare and make the most of your design consultation.

Once we understand your lifestyle vision, we spend time with you — choosing the right floor plan and the facade for your house.

We consider the space you will need; entertaining spaces through to personal spaces, and their location within your house plan. We work with you to make sure the floor plan works the way you need it to.

Choosing the facade for your new home is about deciding on the statement you want to make. Taking you through different styles and finishes, we then let you see it come to life in a digital plan.

## STEP

## 3

## TAILOR YOUR SOLUTION

### Let's make it yours.

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Step 3 is where we get up close and personal. Our Tailored solution adds your style to your space.

Our pre-tender\* Architectural design service helps you take personalisation to another level. You get to reconfigure aspects of your home design both inside and outside, to exactly how you want it.

We know how important it is to get it right. That's why we want to give you as much freedom as possible to put your personal touch on it.

\*Talk to one of our specialist sales consultants to find out more about our tender fees.

## STEP

## 4

## CUSTOMS COLLECTIONS

### Finish it in style.

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With Customs Collections, you can choose from three styles of upgrades to add that personal touch to your home. Our three Collections; Classic, Luxury or Prestige, bring elegance and style to any home.

Classic gives you the uncompromising quality and finishes you expect from a Rawson home. Luxury brings an added level of living to the home, while Prestige takes your home to another level.

No matter what package you choose, you can always upgrade individual spaces. So, if you love Luxury Custom Collections but want to add a little Prestige to your lounge room, no problem.

## STEP

## 5

## LET'S BUILD IT TOGETHER!

### Build better, together.

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Our Build better, together promise is that we're going to be with you every step of the way. Now that you know what you want in the style you want it, we're going to build it together.

We'll be celebrating each key milestone with you; from the moment we break ground to the day you take hold of the keys of your new home.

**We're with you, all the way.**



## Preparing for your design consultation.

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To prepare for your design consultation and get the most out of each session, there are a few things that are helpful to think about. From trends that inspire you to the key features that you are dreaming about for your new home, we would love to see it all! Take a look at the list below for some inspiration on how to prepare:

- Do you have a specific design inspiration for your home? Bringing some photos, moodboards, floor plans or designs will help translate your vision into a reality.
- Double storey or single storey? Understanding which home design you prefer is useful to kick starting your session.
- You know your family best so thinking about what style of floor plan would suit how you live is beneficial. We can then work with you to customise this even further and make it truly yours.
- Every plot of land is different so bringing details of your site will help our designer work with you to select the home type that best suits the location, and maximises your home potential.
- Have you fallen in love with a modern facade or are you more a Hamptons family? It is helpful to visit our website and acquaint yourself with our wide range of innovative home designs. We have over 150!











A collaborative,  
*creative approach.*



Tailored by Rawson Homes delivers an experience like no other – and that's because at every step you are guided by experts. Our team treats every new project as if it was their own home, collaborating and crafting solutions through every stage to make sure the design

they are creating and the home they will build, perfectly matches your life.

It's a creative collaboration from the time we start to the moment you walk through the door of your new home; and one that drives us to do better everyday.

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EVERYTHING YOU'VE EVER WANTED  
IS WHAT WE'RE BUILDING, TOGETHER.





## Our Design Studios. *Experience our Inspired Selections.*



Our Design Studios are where you can see and experience a world of possibilities, and where you can craft and customise your home to what you imagined.

From textured, natural neutrals to moody modern – our trend-inspired interior and exterior selections will start you off on exactly the right foot. Take inspiration from our design experts on how to integrate the very latest design trends into our range of homes and styles; and experience for yourself all of the options available through our Custom Collections.

Our Design Studio experience coupled with our Inspired Selections will excite you with possibilities to explore your own sense of style.

Let us guide you through our studios so you can get a taste of how what you've been imagining can come to life.







## Our Custom Collections.

Created to give you the flexibility to spend more in the rooms you love the most, our Custom Collections present luxurious upgrade packages to personalise your home.

With three levels to choose from, plus the ability to add additional upgrades, our Custom Collections deliver the ultimate advantage when tailoring the finishes of your home.



### CLASSIC COLLECTION

Everything you love about a Rawson Home, ready to go. It's the budget-friendly solution that doesn't compromise on quality.

With this Collection, you can upgrade any space within your home to the Luxury or Prestige Collections.



### LUXURY COLLECTION

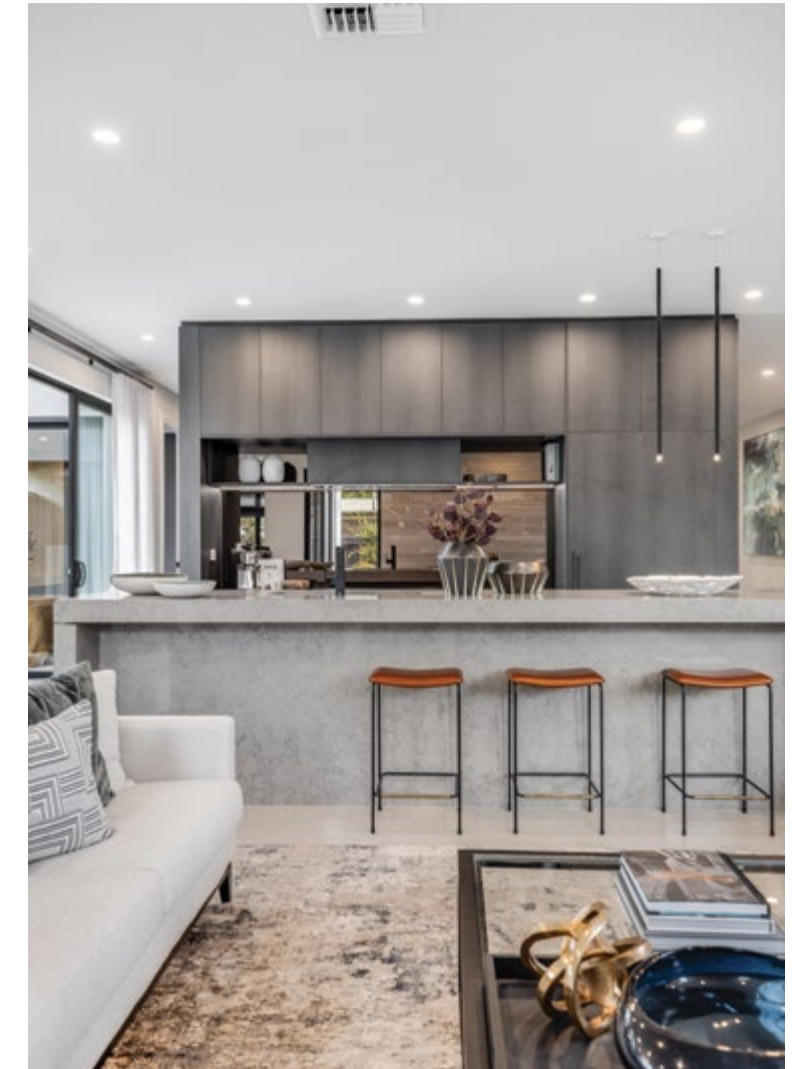
Bringing another level of living to the home. It's our most popular upgrades bundled up in a value-packed offering. If you want to add even more to your home, you can upgrade to the Prestige Collection or choose individual upgrades.



### PRESTIGE COLLECTION

For the ultimate finish, the Prestige Collection allows you to add that extra opulence to your home.

It's everything you get in the Luxury Collection with additional upgrades and features.



### ADDITIONAL UPGRADES

If you're looking to further tailor your home, you'll find additional upgrades to choose from and add even more luxury to your home.



## Building better together *with Glenn and Penton.*



*Scan here to watch a video of  
Glen and Penton's experience.*



After losing their beloved Newcastle home to a devastating storm, Glenn and Penton found a silver lining with Rawson Homes. "We took this opportunity to build the home that we really wanted and to create a new life for us", said Glenn. "It was like winning the Lotto."

Considering their narrow long block, and desire to build a resort style sanctuary, we worked with Glenn and Penton to customise their best home solution. Tailoring the design and floor plans to maximise the lush waterway views, we created a tranquil home that went above and beyond their expectations.



*"Rawson just never said no. They said sure, we can help you and made everything happen. And we now have the greatest pleasure saying it's a Rawson Home, because it's also our home. It's amazing."*







*"It's the perfect design for us", said Cannas.  
But the last word goes to son Ashley, who says,  
"It's the best house on the street!"*

## Building better together *with Cannas and Ashley.*



*Scan here to watch a video of Cannas  
and Ashley's experience.*



As a loving wife and mother, Cannas explains in her Chinese culture, family and home are interchangeable. And in their Rawson Home, the spirit of family, comfort and calm is very much alive.

"Being together is important as a family", Cannas explains, but her Rawson Home also gives her and her family the luxury of private spaces for everyone to get away. Son Ashley has "Loads of space

for me and my friends to chill out", while Cannas has her own "Quiet, peaceful" home office downstairs which provides a sanctuary for her to relax and enjoy me-time.

We worked with Cannas and her family to create a home that responded to their every need; from a cook's kitchen to beautifully appointed living spaces – and even a granny flat for extra income.









Let your home tell  
*the story of who you are.*





**For more information, please ask your new home consultant or call 1300 223 345.**

**Display locations:** HomeWorld Marsden Park - HomeWorld Box Hill - Redbank - Narraweena - HomeWorld Leppington  
- Willowdale II - Sylvania - Calderwood Valley - HomeWorld Warnervale - HomeWorld Thornton  
- Merewether - Denman Prospect - Googong - Ginninderry - Dubbo - Orange - Bathurst  
**Design Studios:** Sydney Rhodes - Shellharbour - Camden

**[rawsonhomes.com.au](http://rawsonhomes.com.au)**

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Please speak to a Rawson New Home Consultant to discuss detailed home pricing for different designs and inclusions.

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