



A GUIDE FROM CB HOMES · CUSTOM HOME BUILDING IN ALEDO, WEATHERFORD AND WEST FORT WORTH

Reviewed and approved by Dale Proctor · 11 September 2026

Three builders, one page: a scorecard for the answers you get

Everyone hands you a list of questions to ask a builder. This is the other half — one page where three builders' answers sit side by side, with what a specific answer sounds like and what a vague one usually means. Score us on it too; that is the point of giving it to you.

A list of questions tells you what to ask. It does not help you three weeks later, when you have talked to three builders and the conversations have blurred into one another. This page is for that.

Ten rows. Three columns. Fill it in during or straight after each meeting, while you still remember the tone of the answer as well as its content.

Score each answer 2, 1 or 0.

- **2 — specific and checkable.** A number, a name, a document, a date. Something you could verify without asking them again.
- **1 — reasonable but general.** True-sounding, no specifics, no way to check.
- **0 — vague, deflected, or different from what their own website says.**

The inconsistency test in the last row does more work than any other single question, and almost nobody runs it.

#	ASK	A 2 SOUNDS LIKE	BUILDER A	BUILDER B	BUILDER C
1	Which legal entity goes on my contract, and does that name appear on your insurance certificate and your invoices?	One name, all three documents, offered in writing			
2	May I have a certificate of insurance sent directly from your agent?	"Yes, what is your email"			
3	Who is on my job every week, and what is their name?	A person, named, with their role			
4	How many homes are you building right now, and how many do you take a year?	Two numbers, given without hesitation			
5	Show me a schedule from a job you are building today.	They show one, redacted if needed			
6	What is in your allowance for site work, and what happens when the real cost differs?	How it is measured and who absorbs what			
7	Show me a change order you issued in the last month.	A real one, with the reason on it			

#	ASK	A 2 SOUNDS LIKE	BUILDER A	BUILDER B	BUILDER C
8	What happens in month thirteen if something fails?	A process and a person, not "call me"			
9	May I speak to a client whose home you finished more than two years ago?	A name and a number, not a testimonial page			
10	The consistency check. Do the numbers you just gave me match your website?	They do — or they say why not			

Totals: A ____ / 20 B ____ / 20 C ____ / 20

How to read the total

The total is less interesting than the pattern. Three things are worth more than a point spread:

- **Any 0 in rows 1, 2 or 10** is a different kind of finding from a low score elsewhere. Those three are about whether the paperwork and the story agree.
- **A builder who scores 1 everywhere** is often a builder who has never been asked. That is fixable in a second meeting; ask again and see whether the answers get more specific or less.
- **A builder who cannot show you a live schedule or a real change order** is telling you how the next year will feel, whatever the brochure says.

Two rows people forget

Row 5 and row 7 are the ones that separate builders, because they ask for evidence of ordinary work rather than evidence of finished work. Photographs of completed houses are the easiest thing in this industry to produce. A schedule from a job in progress, and a change order with a plain reason written on it, are not.

Score us too

We hand this out knowing you will use it on us, and we would rather you did it with a page in your hand than from memory. If any row of ours comes back a 1, ask again — a general answer from us on any of these ten is a fault in how we answered, not a limit on what we can tell you.

Bring the filled-in page to your next conversation with us. We will start with the rows where we scored worst.



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