

Master GC Territory Qualification and Application

One general contractor per territory. Selected, not purchased.
Forty territories in all of New England, about 100,000 ADU-potential parcels each.

NOW ACCEPTING QUALIFIED APPLICANTS

The ADU Exchange is reviewing contractors for a limited number of Master GC territory positions. A territory position is not simply purchased. We evaluate licensing, insurance, reputation, ADU experience, communication, homeowner care, capacity, and alignment with our standards before acceptance.

WHY THE APPLICATION MATTERS

Homeowner

ADU projects involve zoning, permitting, utilities, health and safety requirements, and a significant household investment.

Contractor

Selective acceptance helps credible builders stand apart from unvetted listings and generic lead directories.

Territory

Each approved position should be associated with professional execution, honest communication, and a strong local reputation.

Exchange

Our value depends entirely on the quality of the professionals homeowners and partners encounter through the Ecosystem.

OUR STANDARD

We are not promising a volume of leads. We are building trust, credibility, and market positioning around ADUs. The contractors accepted into the Master GC program should be companies we can confidently put in front of homeowners, REALTORS®, municipal contacts, and other professionals.

We would rather leave a territory open
than fill it with the wrong contractor.

That is the reason this form exists, and the reason it asks more of you than a directory listing would. It takes about twenty five minutes and the principal should complete it personally. Pricing has two parts, a monthly territory rate plus a per-project build fee, set out in full in Section VIII.

APPLICANT COMPANY

PRIMARY CONTACT

REQUESTED TERRITORY

APPLICATION DATE

One Ecosystem. Everything ADU. theaduexchange.com

01 Company Profile

WHO YOU ARE AND WHO IS ACCOUNTABLE

WHY THIS MATTERS

A territory relationship is only as strong as the business behind it. We need a clear legal entity, accountable leadership, and a service footprint that matches the communities the contractor expects to represent.

LEGAL BUSINESS NAME		YEAR ESTABLISHED	
DBA OR TRADE NAME		ENTITY TYPE	
BUSINESS ADDRESS		OWNER OR PRINCIPALS	
CITY, STATE, ZIP		PRIMARY DECISION MAKER	
WEBSITE		DIRECT PHONE	
MAIN PHONE		DIRECT EMAIL	
GENERAL EMAIL		EMPLOYEES AND CREWS	
COMMUNITIES OR COUNTIES CURRENTLY SERVED			

TERRITORY REQUESTED FROM THE ADU EXCHANGE (CITIES, TOWNS, OR MARKET YOU CAN SERVICE CONSISTENTLY)

Why is this territory a strong fit for your company?

02 Licensing, Insurance, Compliance

ALL FIELDS VERIFIED

WHY THIS MATTERS

ADU work crosses multiple scopes and local requirements. We want evidence that the company is properly licensed and registered for the work it performs, carries appropriate insurance, uses qualified trades, and follows applicable permitting and code requirements. Requirements vary by jurisdiction and project scope.

MA CSL NUMBER		EXPIRATION DATES	
MA HIC REGISTRATION		GENERAL LIABILITY CARRIER	
RI CONTRACTOR REGISTRATION		GL LIMITS	
OTHER TRADE LICENSES		WORKERS COMP CARRIER	

I can provide current Certificates of Insurance naming coverage and limits upon request.	☐ Yes ☐ No
The company maintains the licenses and registrations required for the work it performs in the jurisdictions it serves.	☐ Yes ☐ No
Required permits are obtained and inspections are not intentionally bypassed.	☐ Yes ☐ No
Subcontractors are appropriately qualified and licensed where required for their trade and scope.	☐ Yes ☐ No

In the last five years, has the company had a license or registration suspended or revoked, or been subject to a material regulatory enforcement action, a mechanic's lien, or homeowner litigation? ☐ No ☐ Yes

A yes does not disqualify you. An undisclosed yes does. If yes, explain the status and resolution.

Describe your approach to permits, inspections, and code compliance. Section 02 continued.

03 ADU Experience and Capability

AN ADU IS NOT JUST ANOTHER ADDITION

WHY THIS MATTERS

ADUs demand disciplined feasibility, scope control, and coordination. Site conditions, zoning, utilities, septic and sewer, access, parking, and owner expectations can change the project before construction begins. Experience and a repeatable process reduce surprises.

ADUS COMPLETED, ALL TIME		TYPICAL PROJECT DURATION	
ADUS COMPLETED, LAST 24 MONTHS		CONCURRENT PROJECT CAPACITY	
UNDER CONTRACT OR IN CONSTRUCTION		DESIGN CAPABILITY	
TYPICAL CONTRACT VALUE RANGE		PERMITTING HANDLED BY	

ADU types your company actively performs. Grouped the way our build fee works.

NEW DETACHED STRUCTURES · SET BUILD FEE

☐ Detached backyard ☐ Modular or panelized

CONVERSIONS OF EXISTING SPACE · 3% OF CONTRACT · \$2,000 MIN · \$4,500 MAX

☐ Attached or in-law ☐ Garage conversion ☐ Basement conversion ☐ Above garage or second story
☐ Attic conversion

Roughly what share of your work is detached vs conversion?

☐ Almost all detached ☐ Mostly detached ☐ Even split ☐ Mostly conversion ☐ Almost all conversion

Financial capacity. Could you carry a \$250,000 draw schedule and run two ADU builds concurrently, starting within 90 days, without disrupting existing commitments? ☐ Yes ☐ Not yet

LINE OF CREDIT, BONDING CAPACITY, OR RESERVES IN PLACE (NAME THE MECHANISM, NOT THE AMOUNT)

Describe your ADU process from the first homeowner conversation through final inspection and closeout. Name the stages the way you actually run them.

What ADU problems does your team handle especially well? Section 03 continued.

04

Reputation, Reviews, References

WE VERIFY ALL OF IT

WHY THIS MATTERS

A beautiful project photo is not enough. Homeowners need evidence of reliability, communication, workmanship, and follow through. We review public reputation and speak with references so the Master GC position means more than a paid listing.

GOOGLE BUSINESS
PROFILE URL

HOZZZ, ANGI, BBB,
OTHER

GOOGLE RATING
AND REVIEW COUNT

AWARDS AND
AFFILIATIONS

Three client references from the last 18 months. We call all three. Tell them we are calling.

NAME	PROJECT AND COMMUNITY	PHONE	EMAIL

I authorize The ADU Exchange to contact the references provided and to review publicly available business ratings, licensing and registration information, and professional history for qualification purposes.

☐ Yes ☐ No

If there is a negative review, complaint, dispute, or claim that could reasonably concern a homeowner, explain the circumstances and the resolution.

We care more about accountability and resolution than about pretending every business has a perfect history. Leaving this blank when something exists is the problem, not the event itself.

05

Homeowner Experience and Operating Standards

WEIGHTED HEAVIEST

WHY THIS MATTERS

The homeowner remembers communication long after they forget the framing schedule. The ADU Exchange brand is affected by the experience a referred homeowner receives. Fast follow up, clear proposals, documented change orders, and professional closeout are qualification factors, not administrative extras.

TYPICAL NEW INQUIRY RESPONSE TIME		PROJECT MANAGEMENT SYSTEM	
WHO ANSWERS NEW HOMEOWNER INQUIRIES		HOMEOWNER UPDATE CADENCE	
WRITTEN PROPOSALS AND CONTRACTS USED		WARRANTY AND WORKMANSHIP POLICY	
CHANGE ORDERS DOCUMENTED IN WRITING		NAMED SERVICE CONTACT AFTER CLOSEOUT	

THE RESPONSE STANDARD

Approved Master GCs acknowledge every homeowner introduction within 2 hours and respond substantively within 24 hours, measured quarterly. Name the person who personally owns that standard. If that person is not named here, the standard is not enforceable and the position will not be activated.

NAME	ROLE	NUMBER THAT REACHES A HUMAN ON A SATURDAY

How do you qualify a homeowner before investing significant estimating or design time?

How do you handle budget changes, scope creep, or a homeowner who is unhappy during construction?

06 Territory Fit

ANSWERED BY THE PRINCIPAL

WHAT A MASTER GC POSITION IS DESIGNED TO DO

Position a qualified contractor inside a broader ADU Ecosystem, not simply place another logo in a directory. The Exchange connects education, homeowners, real estate professionals, municipalities, financing, legal resources, design, and trades around the ADU journey. Territory participation is governed by the final membership agreement.

1. In 100 words or less, what does a homeowner get from you that they do not get from the contractor down the street? You may not use the words quality, integrity, or communication.

2. Describe a project that went wrong and what you did about it. We read this answer more carefully than any other on the form.

3. Why should this territory be yours, and who else in it would you say clears the same bar?

The second half is not a trap. We would rather understand the market than fill a map.

07 Readiness Check

MARK HONESTLY

We have capacity to take on additional qualified ADU opportunities in the requested territory.	☐ Yes ☐ No
We will respond professionally and promptly to introductions originating through The ADU Exchange.	☐ Yes ☐ No
We are willing to participate in reasonable profile, education, content, or co-marketing opportunities that support our territory position.	☐ Yes ☐ No
We understand acceptance is selective and subject to final program terms and an executed membership agreement.	☐ Yes ☐ No

08 Acknowledgments and Signature

READ CAREFULLY

The application qualifies the relationship. The final membership agreement governs it.

THE PRICING YOU ARE AGREEING TO REVIEW

Part 1 · Monthly territory rate	\$499 / \$549 / \$599	Set by territory tier, not by negotiation. Holds the territory.
Part 2A · Detached build fee	\$4,950 to \$6,950	Set fee per build, by tier. Steps down at 6+ and 11+ builds per year.
Part 2B · Conversion build fee	3% of contract	\$2,000 min, \$4,500 max per project. Basement, attached, garage, above-garage, attic. No volume step-down. The maximum sits below the lowest detached fee, so a conversion never costs more than a new build.

A build fee applies only to a project the Ecosystem originates, and only at contract. Nothing on work you source yourself. If a detached structure is any part of the scope, the project is treated as detached.

IMPORTANT

Submitting this application does not create a membership, guarantee acceptance, reserve or grant a territory, guarantee exclusivity, guarantee project volume, or guarantee leads. Any territory rights, fees, performance fees, term, cancellation rights, brand use rules, or other commercial terms apply only as stated in a separately executed Master GC membership agreement.

I certify that the information in this application is materially accurate and complete to the best of my knowledge.	☐ Yes ☐ No
I authorize reasonable verification of the business information, public licensing and registration status, public reviews, and references supplied here for qualification purposes.	☐ Yes ☐ No
I understand I may be asked to provide supporting documentation, including licenses and registrations, Certificates of Insurance, project examples, and additional references before activation.	☐ Yes ☐ No
I understand the applicant remains solely responsible for its construction contracts, employees and subcontractors, permitting, code compliance, safety, taxes, insurance, warranties, and professional obligations.	☐ Yes ☐ No
I understand The ADU Exchange is not making a promise or representation regarding the number, value, or conversion rate of homeowner opportunities.	☐ Yes ☐ No
I understand any approved use of The ADU Exchange name, marks, territory designation, or marketing materials is subject to the final membership agreement and brand standards.	☐ Yes ☐ No
I understand the pricing has two parts: a monthly territory rate, plus a per-project build fee charged at contract on projects the Ecosystem originates. A new detached structure carries a set build fee that steps down with annual volume. A conversion of existing space is billed at 3% of the signed construction contract, with a \$2,000 minimum and a \$4,500 maximum per project.	☐ Yes ☐ No
I completed this application personally as a principal of the applicant company.	☐ Yes ☐ No

AUTHORIZED APPLICANT NAME	TITLE	COMPANY
SIGNATURE	DATE	TERRITORY REQUESTED

09 What Happens Next

ROUGHLY TWO WEEKS END TO END

01 Qualification review. Company profile, requested territory, public reputation, credentials.	02 Reference and documentation check, as appropriate to the application.	03 Founder conversation. Fit, territory, program structure, expectations.	04 Decision. Accepted, waitlisted, declined, or more information requested.	05 If accepted, commercial terms are documented in the membership agreement before activation.
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THE ADU EXCHANGE USE ONLY

DATE RECEIVED	REVIEWER	SCORECARD TOTAL, OF 40	GATES C1 / C5
DISPOSITION	THE ONE GAP THAT DECIDED IT	TERRITORY STATUS	

Selection principle: we would rather leave a territory open than fill it with the wrong contractor. The ADU Exchange LLC connects, equips, and guides. It does not build, design, permit, or supervise construction, and does not warrant or assume responsibility for the work of any Master GC. Acceptance reflects satisfaction of published standards at the time of review and is not a representation that the accepted firm is superior to any other contractor. REALTOR® is a registered collective membership mark.