



PARADIGM
BUILDING GROUP, LLC®

FLYWHEEL

PRODUCT

Truly custom homes,
unique to each client, built
on-time and on-budget,

PROCESS

Ultimate client experience ,
thoughtful and guided,
tailored for each family.

PEOPLE

Diverse and quality finishes
executed by top craftsmen,
vendors and internal talent.

PRODUCTION

Unlimited finish options
utilizing proven and
superior materials.

PROMOTION

Cycle creates customer
advocates that provide
referrals and helpful client
testimonials.

The Flywheel effect is a concept that helps guide and reflects there is no single defining action, rather, a holistic cycle that leads to continual business growth.

The Paradigm Flywheel is made up of our four brand standards which in turn, when executed with excellence, should lead to a repeat in the cycle with new clients and thus, continued successful business practices and unified Paradigm team.