

PowerHouse Construction Group

Project Overview

Summary

PowerHouse Construction Group has developed a powerful combination that joins a revolutionary marketing system, which the company calls Referral Marketing, with a unique, patent-pending, construction system that results in strong, fire- and storm-resistant, attractive, custom-built homes and commercial structures. A powerful marketing system and powerful construction system together form the basis for PowerHouse.

PowerHouse's unique Referral Marketing system

The basis of PowerHouse Construction Group's Referral Marketing system is the ability of a PowerHouse Promoter to refer new clients and investors to the Group and be compensated for the referral when it results in a new PowerHouse construction contract. While a Promoter can invest -- as many are -- in a PowerHouse of their own and use it as a model to showcase the PowerHouse construction system to generate referrals, there is no obligation to do so. Many PowerHouse Promoters are generating new business simply by explaining the system and its clear benefits to people thinking of building new homes.

Referral fees are paid based on the square footage of houses put under contract and are considered builder commissions and not real estate commissions, since land is acquired separately by the client and is not part of the referral. Consequently no real estate license is required in any state and the program is open to anyone. Further, there are no up-front fees or anything to buy or stock for someone to join PowerHouse as a Promoter, further distinguishing the program from Multi-Level or Network marketing programs.

A PowerHouse homeowner or investor, by diligently showcasing his or her PowerHouse, can generate enough referral fees to pay off the home mortgage in as little as two or three years. The company works with its clients to help them use their home not just as shelter but as a real investment, virtually independent of fluctuations in the local real estate market, and to grow their earnings into sizable personal investment funds.

PowerHouse's unique construction system

On the construction side, the PowerHouse system utilizes a built-on-site system of strengthened frame panelization that results in homes and commercial buildings that are strong, fire- and storm-resistant, and beautiful to look at and to live or work within. The system, while utilizing essentially standard construction materials and methods, is so unique in its configuration that it is in the process of being patented.

The strength, insulating qualities, and fire- and storm-resistance of PowerHouse homes and commercial buildings make them ideal for coastal zones, extreme climates, and other areas where more stringent building codes and rising insurance costs mitigate for better building methods. But PowerHouses can be built (and are being built) anywhere people want a beautiful house built better. Green building techniques also figure high in company priorities.

Builder opportunities

PowerHouse Construction Group's business model is nationwide and even international in scope. With the Group focusing on marketing and product development and promotion, an opportunity exists for quality home builders, contractors, and construction companies to work with the Group building custom PowerHouses in all areas of the country. Quality builders in all areas of the country, including across the Gulf Coast, are eligible for consideration to become an approved PowerHouse builder.

Experience and dedicated attention to detail, quality control, schedule, budget, and customer service distinguish PowerHouse builders. Training and on-going support in implementing the PowerHouse building system will be provided by the company to its select builders and contractors so that a uniformly high construction standard can be maintained nationwide.

Investor opportunities

Along with top builders, PowerHouse Construction Group also is looking for investors who wish to build showcase homes in various areas to generate new sales and referrals and to realize excellent returns on their investment.

Showcase homes may be investor-occupied, or the investor may prefer to enter into a lease-to-own or other arrangement with an occupant that would be responsible for maintaining the home and holding open houses on a regular basis. PowerHouse Construction Group has developed an excellent investor program that maximizes upside returns to the investor while minimizing downside risks.

Alpha Opportunities International, Inc.: Your PowerHouse Connection

Alpha Opportunities International, Inc., is working with PowerHouse Construction Group to help develop the Gulf Coast region stretching from Florida to Texas. We are actively seeking new Promoters, quality builders, and forward-looking investors who wish to get involved early in the exciting PowerHouse program.

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