



KALOS

THE BEAUTY BUILT BETTER BOOK

The Custom Home Journey

Building with confidence, clarity, and craft.

BEAUTY BUILT BETTER



WELCOME

A Higher Standard of Home

Building a custom home is one of the most personal investments you will ever make.

It is not measured in square footage or finishes alone. It is measured in how daily life will feel inside the spaces you create — and how well those spaces hold up over the decades you live in them.

Our name comes from the Greek *καλός* (kalos): beautiful, noble, and excellent in both form and character. It is the standard we build to — a home as sound and considered as it is beautiful.

Our mission is to create stunning living spaces that reflect the unique vision of each client, ensuring every detail is meticulously attended to. We believe that the journey of building a custom home should be as enriching as the final product, and we strive to provide our clients with a truly Kalos experience.

By combining innovative design, superior craftsmanship, and unparalleled service, we transform dreams into reality, creating not just houses, but homes filled with elegance and lasting beauty.

This guide brings clarity to the process. By the end, you will understand what to expect, what to ask, and how to choose a team that aligns with your vision, your timeline, and your long-term plans.

The Kalos Team

A NOTE FROM THE FOUNDER

A Letter From Kalos

Thank you for considering Kalos Construction Group. Whether you are just beginning to imagine your home or already deep into planning, we understand the weight of the decision you are making.

Kalos is a founder-led custom home builder rooted in craftsmanship, communication, and accountability. We build across the North Atlanta market for clients who expect both beauty and rigor — and who want a builder who treats their investment as carefully as their own.

Our role is to guide you through the process with intention and transparency, protecting both your investment and your experience. Every decision we make is grounded in the belief that a great home is the result of great planning, thoughtful collaboration, and respect for the people who will live there.

Michael Kopanski

Founder, Kalos Construction Group



KALOS



KALOS

Initial Preparation

Preparing for your dream home

Before reaching out to a builder, spend time clarifying your vision.

Preparation creates alignment and sets the foundation for a successful project.



AESTHETIC

Consider the architectural styles you are drawn to, and gather visual references that resonate with you.



LIFESTYLE

Think about how you live day to day, how you entertain, and how your needs may evolve in the coming years.



FUNCTION

Defining room sizes, circulation, storage, and priorities early lets your team design with intention.

The more clarity you bring to the table, the smoother the journey will be.





“

The communication was excellent throughout the entire process.

— S. White, Atlanta, GA

YOUR DREAM HOME TEAM

Assembling the Right Team

A successful project depends on collaboration between the right people, each playing a clear role.

The Decision Maker (You)

You hold the vision and the values that drive the project forward.

The Visionaries (Architect & Designer)

They translate vision into form and detail — the blueprint for how the home looks and feels.

The Orchestrator (Your Builder)

Kalos orchestrates the process, ensuring the design is executed with precision, care, and accountability.

When these roles are aligned early, projects run more efficiently, change orders are minimized, and the experience is far more enjoyable.

Builder's Note

Choosing a team that communicates well and respects one another is one of the most important decisions you will make.

QUESTIONS TO ASK YOUR BUILDER

- 01 How will we communicate, and who is my point of contact?
- 02 How do you select and manage your subcontractors?
- 03 How are changes, delays, and surprises handled?



THE ROLE OF THE BUILDER

The Builder's Role

Your builder is responsible for bringing the entire vision to life.

Our Approach

As your general contractor, Kalos coordinates a curated network of vetted trade partners and guides you through:

- Preconstruction
- Budgeting & scheduling
- Trade coordination
- Active communication
- Quality control

We act as your advocate throughout the process — a single point of accountability protecting both your investment and your peace of mind.

Choosing Your Partner

When selecting a builder, look beyond photographs. Ask about process, communication, licensing and insurance, and how decisions are handled when challenges arise.

LICENSED & ACCOUNTABLE

LICENSE

Georgia GC License RBQA008132

ASSOCIATION

GAHBA Member

CERTIFICATION

EarthCraft Certified

INSURANCE

Fully Insured

“

A great builder does not just build well. They build trust.



ARCHITECTURE & INTERIOR DESIGN

Architect & Designer

Design is where your home begins to take shape.

A thoughtful design team balances creativity with practicality, ensuring the home is beautiful, functional, and aligned with your budget.



KALOS

The Importance of Collaboration

Strong collaboration between builder, architect, and designer is essential. When design decisions are made with construction input early, the result is:

- Fewer surprises
- More accurate pricing
- A smoother build

Design should support your lifestyle, respect the site, and elevate everyday living without unnecessary complexity.

“

When the budget is tight, make sure your builder is in the room with the architect.

MICHAEL KOPANSKI · FOUNDER

Building New

What to expect in the North Atlanta market

A custom home is a significant undertaking with its own timeline, budget, and planning considerations. Understanding them early sets realistic expectations and protects the experience.

Here are four things to consider as you plan your project.

TIMELINE

A new custom home typically runs 6–12 months for pre-construction and 12–18 months for development and construction.

Builder's Note

Plan for roughly two to two-and-a-half years from first design to move-in. Pre-construction sets the design, permits, and budget; development and construction follow. In communities with HOA or ARC review, allow additional time for design approval. This upfront work is where most surprises are prevented — and where your budget becomes real.

PHASING

Some projects benefit from being completed in phases to meet budget or timeline goals. Strategic phasing can prioritize key spaces while maintaining long-term flexibility.

BUDGET

Every custom home is priced individually. Rather than a per-foot figure, your true budget is established and refined during pre-construction — built around your design, finish level, and site.

Major factors that shape the investment:

- Design complexity & finish level
- Site conditions & required sitework
- Land, landscaping & hardscapes
- Municipal and ARC requirements
- Permits & pre-construction scope

PRE-CONSTRUCTION

Selecting a builder with a structured pre-construction process is essential. It creates alignment around scope, budget, and schedule before construction begins.



THE IMPORTANCE OF PRE-CONSTRUCTION

Pre-Construction & Planning

Pre-construction is where clarity is created.

During this phase, plans are refined, budgets are aligned, and decisions are made before construction begins — whether you are starting from a concept or arriving with plans already in hand.



Meeting You Where You Are

Some clients arrive with an architect and finished drawings; others start with a concept or a blank page. Pre-construction adapts to your starting point.



Budget Alignment

Real pricing replaces per-foot estimates. Scope, allowances, and selections are defined so the number reflects the home you actually want.



Design & Feasibility

Existing plans are pressure-tested against your site, budget, and local code — and refined where needed — before construction begins.



Clarity Before Commitment

A pre-construction agreement aligns scope, schedule, and expectations, so building begins with confidence rather than assumptions.

Wherever you begin, everyone is aligned before the first dollar goes into the ground.

OUR PROMISE

At Kalos, we treat pre-construction as a critical investment. Careful planning lets construction move forward with confidence — reducing uncertainty and protecting the overall experience.



WHAT TO EXPECT DURING CONSTRUCTION

The Construction Experience

He was onsite regularly, quick to answer calls, and made us feel like our home was his top priority.

— B. Hutchinson, Alpharetta, GA

Construction is not linear.

There are periods of visible progress and moments when work happens behind the scenes. Understanding this rhythm sets realistic expectations and reduces unnecessary stress. Clear communication is what separates a good experience from a frustrating one.

Consistent Owner Meetings

Scheduled weekly meetings to review progress, upcoming decisions, and schedule milestones.

Daily Job Logs

Daily documentation of work completed and site activity — even on days you are not on site.

Project Management Software

A platform that gives you access to schedules, photos, documents, and updates at any time.

Dedicated Point of Contact

A single person managing your project and communicating with you throughout construction.

HOW KALOS BUILDS TRUST

50 / 40 / 10

A transparent draw schedule tied to defined milestones. The final draw is released against a signed lien waiver.

Vetted Trade Partners

A curated network of specialist subcontractors, coordinated under one accountable license.

The Result

When these systems are in place, decisions are timely and the process feels organized rather than overwhelming.

Final Walk & Move-In

Completion and handover

As your home nears completion, clarity around closeout and ongoing support is essential.

Here are four things to consider as your home is completed.

PUNCH LIST PROCESS

How punch-list items are documented, tracked, and resolved before move-in.

WARRANTY SUPPORT

A defined warranty process with a dedicated contact once construction is complete.

POST-PUNCH-LIST ISSUES

A clear process for addressing anything discovered after the final walkthrough, and how service requests are handled.

PROJECT TURNOVER

How extra materials, owner manuals, warranties, and as-built plans are organized and delivered to you.

A CLEAN, PROTECTED CLOSEOUT

Final payment is released against signed statutory lien waivers from every trade partner. You take possession with clear title and a fully documented record of the home that was built for you.

A thoughtful closeout ensures your home is not only beautiful, but fully supported long after move-in.



When you're ready to begin, we'll be at your side the entire way.

Here's how the process works:



THE CALL

We get to know you and your goals, budget, and timeline in a Strategic Visioning Session.



THE PLAN

A pre-construction agreement and retainer cover permits, estimating, and design meetings.



THE TEAM

We assemble the right team based on your unique taste and the demands of your project.

REQUEST A CALL

KALOS



3573 Amarath Ter, Duluth, GA 30096
678.977.7517 · www.kcg.homes · michael@kcg.homes

BEAUTY BUILT BETTER