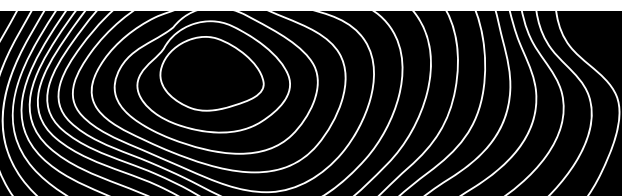




## A GUIDE TO BUILDING LUXURY







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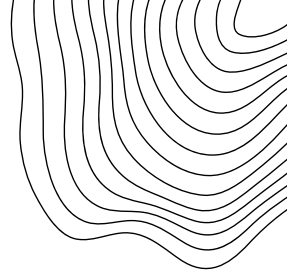
## ABOUT US

At TrueLux Fine Homes, we create more than homes — we craft artfully designed living spaces that reflect the individuality and aspirations of Austin's most discerning homeowners. With over two decades of expertise, we ensure that every home we build reflects timeless sophistication, impeccable craftsmanship, and an unwavering commitment to excellence.

Austin's luxury home market continues to thrive, driven by a dynamic economy and an appreciation for bespoke living spaces. Whether you're building from the ground up or redefining your current home, success begins with careful planning and expert guidance. This guide provides a starting point for understanding investment ranges for premium homes and renovations.

*Designed for your life. perfected for you.*

# CONSTRUCTION



Bringing a custom home to life requires more than craftsmanship — it demands precision, expertise, and a deep understanding of both design and function. From the foundation to the finest details, every element must align seamlessly to create a home that is not only beautifully designed but flawlessly built.

At TrueLux, we approach construction with a commitment to quality and an unwavering focus on the client experience. With nearly three decades of experience, we've honed a process that blends innovation with time-tested building principles. Whether we're building from the ground up or reimagining an existing space, our process is deeply collaborative, shaped by decades of expertise, and executed with precision. We take the time to understand your vision, working closely with architects, interior designers, and artisans to ensure that every selection, material, and finish meets our exacting standards.

Exceptional construction isn't just about technical expertise — it's about , problem-solving, and relentless attention to detail. We anticipate challenges before they arise, maintain clear communication throughout every phase, and uphold an uncompromising level of craftsmanship that stands the test of time.







“From framing to final finishes, we build with integrity, care, and a deep respect for the artistry of homebuilding.

Luxury isn't just a price point — it's a feeling, an experience, and a standard of excellence that's woven into every detail with authenticity & intention.”

- Toby Locke, Founder & CEO, TrueLux Fine Homes





# ARCHITECTURE

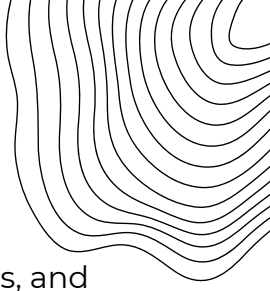
Great homes don't start with home builders. They don't even start with architects and drawings. Great homes start with a vision — your vision. A concept shaped by your inspiration, experience, and the way you want to live.

If you've already chosen an architect, we'll collaborate seamlessly to ensure every detail is executed with precision. If you're still exploring, we'll introduce you to the perfect match from our elite network of Austin's most sought-after architects — experts known for transforming vision into extraordinary design and professionals we trust to bring yours to life.

With the right team in place, your home becomes more than a structure. It becomes the embodiment of your aspirations, a reflection of your lifestyle, and a place where every space feels intentional. It all begins with your vision — we're here to make it a reality.



# INTERIOR DESIGN



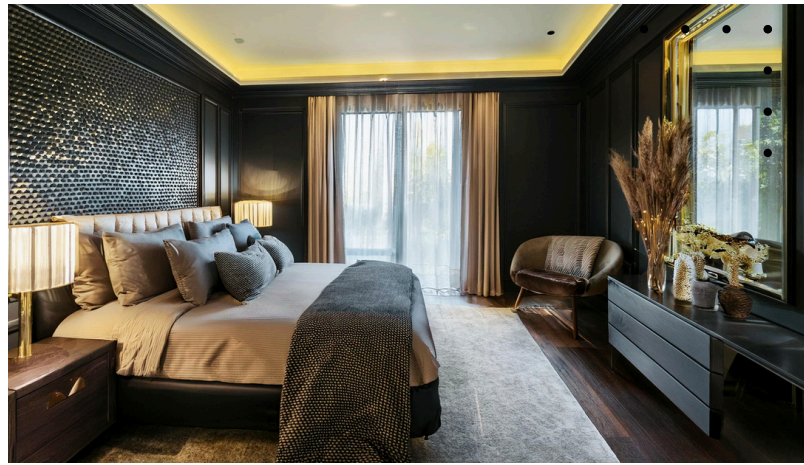
Interior design is where style meets substance, shaping how a home looks, feels, and functions in everyday life. It's the difference between a house that's well-built and a home that's truly lived in. Whether you're starting fresh with new construction, reimagining an existing space, or refining the final details, thoughtful design brings everything together.

Austin is home to exceptional design talent, and we're fortunate to work with some of the best. If you have someone in mind, we'll collaborate seamlessly. If not, we have you covered. From foundational finishes to furnishings and art, every detail plays a role in creating a home that's distinctly yours. However you define comfort and beauty, we're here to help bring it to life.

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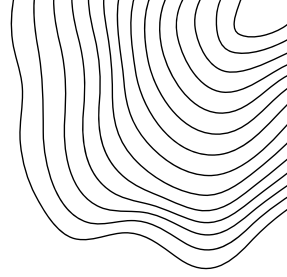
*"The details are not the details. They make the design."*

- Charles Eames





# THE EXPERIENCE



Building a custom home is an exciting journey — one that requires vision, expertise, and careful navigation of every step. From selecting the perfect homesite to designing a space that complements its surroundings, every decision shapes the final result. In Austin and the surrounding Hill Country, that often means positioning the home to capture expansive views, maximizing natural light, and seamlessly blending architecture with the landscape.

Beyond design, the process involves navigating permitting and regulations unique to this region. The City of Austin, along with neighboring communities, has specific zoning, environmental, and building codes that must be met. From tree protection ordinances to water management requirements, these regulations can be complex. With nearly three decades of experience, we understand the intricacies of local permitting and work proactively to ensure a smooth approval process, keeping your project on track.

TrueLux is built on expertise, precision, and an unwavering commitment to our clients. We manage every aspect of construction with foresight and clear communication — anticipating challenges before they arise and delivering solutions that uphold your vision and the highest standards of quality. Whether you're building in the heart of Austin or on a secluded Hill Country lot, we're here to guide you through every step — so you can focus on the excitement of bringing your dream home to life.





# SIGNATURE CUSTOM HOMES

A custom home is more than a structure — it's the backdrop to your life, a reflection of your vision, and one of the most significant investments you'll make. The journey is filled with choices, complexities, and emotions, and we're here to guide you through every step. At TrueLux, we do more than build; we curate, advise, and anticipate, ensuring every detail aligns with how you want to live.

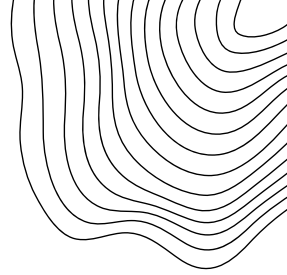
From navigating permits to perfecting finishes, we make the process seamless while honoring the personal nature of homebuilding. With decades of experience, we balance precision with artistry, efficiency with care. The result is not just a home — it's a sanctuary, meticulously curated to enrich your life at every moment.

Turnkey Design. Stress-Free Process. Concierge Service.





# TRANSFORMATIONS



## Remodeling Your Current Home

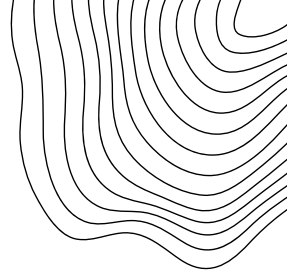
Your home should evolve with you, reflecting your lifestyle, needs, and aspirations. Whether modernizing a space, reimagining the layout, or bringing new life to a beloved home, we approach every transformation with precision and care. From navigating permits to executing intricate design details, we handle the complexities so you can focus on the vision. With TrueLux, remodeling isn't just about change — it's about creating the home you've always envisioned.

- ✦ Chef's Kitchen
- ✦ Spa-Inspired Bathrooms
- ✦ Indoor-Outdoor Living
- ✦ Primary Suite Refresh
- ✦ Living Room Transformation
- ✦ Interior Reconfiguration



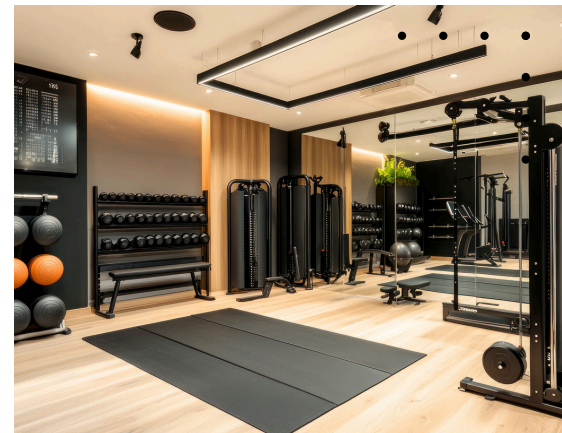


# ENHANCEMENTS



## Home Additions that Maximize Value

As your lifestyle evolves, your home should too. Whether you need more space, added functionality, or new features to match the way you live, a well-planned addition can transform your home without the need to start fresh. From private guest retreats to expanded entertainment spaces, we design and build seamless enhancements that feel as if they were always meant to be there. With expert craftsmanship and a thoughtful approach, TrueLux ensures every addition blends beautifully with your home while elevating your everyday experience.



Offering a wide variety of options including:

- ✦ Catering Kitchen
- ✦ Butler's Pantry or Wine Cellar
- ✦ Second Primary Suite
- ✦ Detached Casita or Studio
- ✦ Home Gym or Yoga Studio
- ✦ Additional Closets or Storage





## TAKE YOUR VISION TO NEW HEIGHTS

Your home should be as dynamic as the life you live. With decades of expertise, TrueLux brings craftsmanship, precision, and a deep understanding of Austin and Hill Country homes to every project. *Let's build something exceptional — together.*

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