

ABEL DOORS & TRIM × CHESMAR HOMES

PREPARED FOR

David Samson · VP Purchasing

DIVISION

Chesmar Homes, Dallas

DATE

June 2026

PREPARED BY

Nathaniel Barrett

RE: A second look at Abel for Chesmar DFW turnkey doors & trim

David,

Josh introduced us to Chesmar last summer. Since then I have taken over running Abel, and the first account I wanted to look at again was yours. You gave us a fair shot in 2025 and we did not earn it. I owe you a second one, on better terms, and that is what this letter is for.

I want to start with what you told us, because skipping it would be dishonest:

YOUR WORDS · JUNE 2025

“The labor side is significantly higher than we are currently paying — 40% on labor and 70% on hardware.”

— David Samson, in response to Abel's 2025 turnkey bid

That ended the conversation, and it should have. A bid that lands 40% high on labor and 70% high on hardware is not a sharpening-the-pencil problem; it is a structural one. So we rebuilt the parts that produced those numbers rather than discount our way around them.

• What changed

Four things are different between the bid you saw and the one enclosed.

1

Install is in-house.

The crew that drove the 2025 labor number was outsourced. It is now Abel's own field crew, which is where most of the labor gap closed.

2 **Hardware is re-sourced.**
Sure-Loc confirmed dealer pricing with us this spring, which we set as the recommended anchor package. Four packages are priced so you can place your finish where you want it.

3 **Lead times are named, not blanketed.**
Stock doors and trim run 1–2 weeks standard. Anything special — taller leaves, fire-rated, patio with blind — is called out by name with its own date, never folded into a vague window.

4 **The structure is turnkey.**
One PO, one dedicated PM, a QC walk on every house, and a 3% management fee shown as its own transparent line. One supplier to coordinate instead of four.

Here is where that lands on your three priced plans, hardware included, on firm pricing — a real number we stand behind, not a teaser to get in the door:

PER-HOME TURNKEY · SURE-LOC PACKAGE · DFW MATERIAL TAX INCLUDED

Charleston 1,576 SF \$7,097	Houston 2,032 SF \$7,970	Portland 2,646 SF \$9,167
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That is **15–21% under our 2025 turnkey bid** — not a teaser, the firm price.

I am not asking you to move a division on a letter. I am asking for one community, or a single pilot plan, so the numbers can prove themselves on real houses. Give me 30 minutes and I will walk you through every line. If the price and the lead times do not hold up against what you pay now, you have lost half an hour and a parking spot in your supplier book — and I would still rather earn it on one plan than be handed nine.

Respectfully,

Nathaniel Barrett
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Gainesville, TX

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