MORREAU CONSTRUCTION

CONTRACTING, REFINED

PARTNER RESOURCE BOOKLET

(270) 816-4959 · ryan@morreauconstruction.com · morreauconstruction.com

A NOTE FROM RYAN

Thank you for taking the time to learn about MCM.

This booklet is designed to give you a clear, honest picture of how Morreau Construction Management operates — what we build, who we work with, and how we protect our clients throughout the process. I built MCM on a simple belief: that the people who trust a builder with one of the biggest financial decisions of their lives deserve complete transparency, real communication, and a builder who treats their project like his own.

RYAN MORREAU — BACKGROUND

- **6 years:** professional construction project management
- **25–30:** custom homes personally managed
- **Lifetime:** hands-on building experience — grew up doing complete home remodels
- **19 years:** running a family restaurant — operational discipline, client communication, accountability
- **Director of Operations & Safety:** commercial concrete company
- B.S. Organizational Communication, Murray State University

Ryan Morreau

Founder & Principal, Morreau Construction Management

270-816-4959

ryan@morreauconstruction.com

2854 Lone Oak Rd, Paducah KY 42003

morreauconstruction.com

ABOUT MCM — WHO WE ARE
Section 01 of 08

BACKGROUND & EXPERIENCE

Built on Real-World Construction Experience.

Ryan Morreau founded Morreau Construction Management after spending six years in professional construction project management — overseeing custom home builds, subdivision development, road and utility construction, and commercial concrete operations. Before construction, Ryan spent 19 years running a family restaurant — an experience that built the operational discipline, client communication skills, and accountability standards that define how MCM operates today. Growing up, Ryan spent years doing complete home remodels alongside his family, giving him a hands-on foundation that most project managers simply don't have.

Custom Home Build — Western Kentucky

CREDENTIALS & COMMITMENTS

- **25–30 custom homes personally managed:** From initial site evaluation through final walkthrough — not delegated, not handed off.
- **Subdivision & infrastructure development:** Road construction, utility installation, and lot development in Western Kentucky.
- **Commercial concrete operations:** Director of Operations and Safety — managing crews, safety compliance, and large-scale project execution.
- **Murray State University:** B.S. Organizational Communication, Minor in Advertising — the foundation for how MCM communicates.

WHAT MAKES MCM DIFFERENT

Transparency Is Not a Feature. It Is the Standard.

Most builders operate on a fixed-price or cost-plus contract without showing clients the actual invoices. MCM operates differently. Every subcontractor invoice is shared with the client. Every change order is written before work begins. The management fee is fixed in writing before the contract is signed. There are no surprises at the end of a MCM project because there are no hidden costs along the way.

- **Cost-plus contract:** MCM's management fee is fixed in writing before work begins. Clients pay actual subcontractor costs plus the agreed fee — no markup on materials, no hidden contingencies.
- **Real preconstruction budget:** Before a contract is signed, MCM builds a budget from real subcontractor quotes. Clients know what their home will cost before they commit.
- **JobTread project management:** Every project is managed through JobTread — a construction-specific platform that gives clients real-time access to schedules, budgets, and daily logs.
- **Open-book invoicing:** Every subcontractor invoice is shared with the client. No markups, no surprises.
- **Written change orders:** Every scope change is documented in writing before work begins. No verbal agreements, no end-of-project disputes.
- **12-month workmanship warranty:** MCM stands behind every project with a written 12-month workmanship warranty on all work managed by MCM.

THE MCM BUILD PROCESS
Section 02 of 08

HOW EVERY MCM PROJECT WORKS

Five Phases. One Point of Contact. No Surprises.

Every MCM project follows the same five-phase process — from the first conversation through final walkthrough and warranty. Ryan manages every phase personally. There is no handoff to a site supervisor you have never met.

01 **Discovery & Fit**
A free 30-minute call to understand your project, your site, your timeline, and your budget range. Ryan will give you an honest assessment of fit — including if MCM is not the right builder for your situation.

02 **Paid Planning Phase**
MCM builds a real preconstruction budget from actual subcontractor quotes. This is a paid engagement — typically $1,500–$3,000 depending on project scope. The budget produced is the most important document in your project.

03 **Contract & Pre-Construction**
Once the budget is approved, the cost-plus contract is signed with the management fee fixed in writing. Permits are pulled, subcontractors are scheduled, and the project timeline is set in JobTread.

04 **Active Construction**
Ryan manages the site daily. Every subcontractor invoice is shared with the client in real time. Weekly progress updates with photos are sent every Friday. Every change order is written before work begins.

05

Closeout & Warranty

Final walkthrough with a written punch list. Every item is resolved before handoff. The 12-month workmanship warranty begins at closing. Ryan's personal cell number remains available after handoff — not just during the build.

WHAT CLIENTS SAY ABOUT THE PROCESS

> *"We cannot say enough good things about Ryan. Having someone we could completely trust through the entire process was extremely important. Ryan treated our project as if it were his very own home."*
>
> KG **Kyle Greenwell**
> Custom Home Build · Google Review

> *"I would highly recommend Ryan Morreau as a Project Manager for any home build. His attention to detail, communication, and commitment to quality are second to none."*
>
> RS **Ryan Spann**
> Home Build · Google Review

THE MCM PROCESS AT A GLANCE

Free discovery call Paid planning phase Contract signed Active construction Closeout & warranty

One builder. One phone number. Every phase.

NEW CONSTRUCTION — CUSTOM HOMES

Section 03 of 08

WHAT MCM BUILDS

Custom Homes Built to Your Specifications.

MCM builds custom homes across Western Kentucky — from straightforward 1,400 sqft starter builds to 3,500+ sqft luxury homes with full outdoor living, finished basements, and premium exterior packages. Every home is built to the client's specifications, not a spec template. Every project starts with a real preconstruction budget built from actual subcontractor quotes.

UNDERSTANDING CONSTRUCTION COSTS

What Does a Custom Home Actually Cost?

Construction costs vary significantly based on finish level, foundation type, site conditions, garage configuration, and exterior materials. A 1,800 sqft home in Western Kentucky can reasonably range from $275,000 to $450,000 depending on the choices made. The only way to know your actual number is a preconstruction budget built from real subcontractor quotes — which is exactly what MCM's paid planning phase produces.

FINISH LEVEL	DESCRIPTION	RANGE (INCL. GC FEE)
Standard	Builder-grade finishes, vinyl siding, slab foundation	**$155–$170/sqft**
Elevated	Mid-range custom, LP SmartSide or brick, crawlspace	**$175–$225/sqft**
Luxury	High-end custom, stone/brick, premium mechanicals	**$230–$300+/sqft**

** Ranges reflect 2026 Western Kentucky subcontractor pricing and include MCM's management fee. Actual cost depends on site conditions, foundation type, garage, outdoor living, and finish selections. The paid planning phase produces your actual number from real quotes.*

WHAT'S INCLUDED IN EVERY MCM NEW CONSTRUCTION PROJECT

- **Preconstruction budget:** Built from real subcontractor quotes before the contract is signed.
- **Site evaluation:** Ryan walks every lot before a budget is built — soil conditions, drainage, access, and utility availability all affect cost.
- **Permit management:** MCM pulls all permits and manages all required inspections.
- **Subcontractor coordination:** Ryan manages every trade — framing, mechanical, electrical, plumbing, finish work — through a single point of contact.
- **Weekly progress updates:** Photos and a written summary every Friday throughout the active build phase.
- **Final walkthrough & punch list:** A written punch list is completed before handoff. Every item is resolved.
- **12-month workmanship warranty:** In writing, covering all work managed by MCM.

Luxury Custom Home — Western Kentucky

MAJOR REMODELING
Section 04 of 08

HIGH-END REMODELING & RENOVATIONS

Remodels Managed with the Same Discipline as New Construction.

MCM manages major remodels and renovations with the same cost-plus contract, open-book invoicing, and written change order process used on new construction. Remodels are inherently more complex than new builds — hidden conditions, existing structure conflicts, and scope creep are the norm, not the exception. MCM's process is specifically designed to manage that complexity without surprises.

REMODEL SCOPE MCM MANAGES

- **Full kitchen remodels:** $45,000–$90,000+ depending on layout changes, appliances, and cabinet selection.
- **Primary bath remodels:** $25,000–$55,000+ depending on tile, fixtures, and structural changes.
- **Whole-home renovations:** Complete interior gut and rebuild — new mechanical, electrical, plumbing, and finishes throughout.
- **Additions:** Room additions, garage conversions, and second-story additions — permitted and engineered.
- **Exterior renovations:** Siding replacement, window packages, roofing, and full exterior refresh.

THE MCM DIFFERENCE

Every MCM remodel runs on the same cost-plus contract used for new construction. Open-book invoicing, written change orders before work begins, and a single point of contact from demo day to final punch list. No surprises. No verbal agreements.

WHAT TO EXPECT FROM YOUR MCM REMODEL

Scope of work is defined in writing before any demo begins.
Every change order is priced, approved, and signed before work proceeds.
Hidden conditions (rot, mold, structural issues) are documented with photos and presented to you with options before costs are added.
You receive itemized invoices from every subcontractor and supplier.

WHY REMODELS GO WRONG — AND HOW MCM PREVENTS IT

The Three Reasons Remodels Fail.

Most remodel disputes come from one of three places: a scope that was never clearly defined, a change order that was agreed verbally but never documented, or a contractor who discovered a hidden condition and added cost without warning. MCM's process addresses all three before work begins.

- **Undefined scope:** MCM produces a written scope of work before the contract is signed. Every line item is defined. Nothing is assumed.
- **Verbal change orders:** Every change — no matter how small — is documented in writing before work begins. No exceptions.
- **Hidden conditions:** MCM builds a contingency line into every remodel budget. When hidden conditions are found, the client is notified immediately with a written change order before any additional work proceeds.

FOR REALTORS — REMODEL REFERRALS

When a buyer's inspection reveals significant deferred maintenance or a seller needs pre-listing updates to maximize sale price, MCM is a resource for your clients. Ryan can provide a realistic budget estimate for major work — giving buyers and sellers the information they need to make informed decisions. Referrals are handled with the same professionalism MCM brings to every project.

REALTOR REFERRAL — REMODEL ESTIMATES

Buyer needs pre-purchase remodel estimate? Call Ryan for a realistic number.
Seller needs pre-listing updates? MCM can scope and price the work.
270-816-4959 · ryan@morreauconstruction.com

MULTI-FAMILY & INVESTMENT BUILDS

Section 05 of 08

THE INVESTMENT OPPORTUNITY IN WESTERN KENTUCKY

Paducah's Housing Shortage Is a Builder's Opportunity.

Paducah's housing market is undersupplied. Rental demand is strong, vacancy rates are low, and the cost to build in Western Kentucky remains significantly below national averages. For investors looking to build long-term rental income, a duplex or small multi-family build in Paducah is one of the more straightforward paths available in the current market.

WHAT MCM BUILDS FOR INVESTORS

- **Duplexes (2-unit):** The most common investor build. Two 3/2 units, typically 1,400–1,600 sqft each. Shared wall construction reduces cost per unit significantly versus two separate builds.
- **Triplexes & fourplexes:** Larger multi-unit builds for investors seeking greater rental income density. Requires careful site selection and utility planning.
- **Single-family rentals:** Purpose-built SFR homes designed for long-term rental — durable finishes, low-maintenance exteriors, and layouts that attract quality tenants.
- **Accessory dwelling units (ADUs):** Detached or attached secondary units added to existing properties — a growing option for homeowners seeking rental income from existing lots.

EXAMPLE: 3/2 DUPLEX — PADUCAH MARKET

DUPLEX EXAMPLE — ILLUSTRATIVE ONLY

Unit size: 1,500–1,800 sqft per unit · Total build: 3,000–3,600 sqft
Market rent (3/2 unit, Paducah): approximately $1,500–$1,800/month per unit
Combined gross rent: approximately $3,000–$3,600/month
Build cost: confirmed in paid planning phase with real subcontractor quotes
Note: All financial projections are illustrative. Consult a CPA before making investment decisions.

WHY MCM FOR INVESTMENT BUILDS

Investment Builds Require a Different Kind of Builder.

Investors need a builder who understands that every dollar of cost overrun is a dollar of reduced return. MCM's cost-plus contract and open-book invoicing are not just transparency features — they are the financial controls that protect an investor's pro forma. The preconstruction budget is the investor's underwriting document. It is built before the contract is signed, from real quotes, so the investor knows their actual cost before they commit.

- **Fixed management fee:** MCM's fee is agreed before the contract is signed. It does not change when material costs move.
- **Real preconstruction budget:** Built from actual subcontractor quotes — not a ballpark, not a range. Your actual number.
- **Durable finish specifications:** MCM specifies finishes appropriate for rental use — durable, low-maintenance, and cost-effective.
- **Timeline management:** Delayed projects cost investors carrying costs. MCM manages schedules aggressively.

IMPORTANT DISCLOSURES — INVESTMENT BUILDS

All financial projections in this booklet are illustrative estimates based on current Paducah market conditions and are not a guarantee of future performance. Rental income, vacancy rates, and construction costs are subject to change. MCM is not a financial advisor, CPA, or licensed real estate broker. All investment decisions should be reviewed with a qualified CPA and licensed real estate attorney before committing.

Ryan Morreau
Founder & Principal, Morreau Construction Management
270-816-4959
ryan@morreauconstruction.com
2854 Lone Oak Rd, Paducah KY 42003
morreauconstruction.com

REALTOR PARTNERS
Section 06 of 08

WHY REALTORS REFER MCM

A Builder Your Clients Can Trust Is a Reflection of You.

When a realtor refers a builder, they are putting their own reputation on the line. MCM understands that. Ryan operates with the same transparency and communication standards with referred clients as he does with direct clients — because a bad experience for your client is a bad experience for you. Realtors who refer MCM receive regular project updates and are kept informed throughout the build.

WHAT MCM OFFERS REALTOR PARTNERS

- **Preconstruction budget estimates:** Ryan can provide a realistic budget estimate for a client's proposed build — giving buyers the information they need to make informed lot and land decisions.
- **Lot evaluation:** Before a client commits to a lot, Ryan will walk it and identify site-specific cost factors — soil conditions, drainage, utility access, and setback requirements.
- **Client communication:** Realtors are kept informed throughout the build. No surprises for you or your client.
- **Referral professionalism:** Every client referred by a realtor is treated with the same level of service as a direct client. Your reputation is protected.
- **Pre-listing remodel estimates:** When a seller needs to understand the cost of pre-listing updates, Ryan can provide a realistic scope and budget estimate.

HOW THE REFERRAL PROCESS WORKS

Simple. Transparent. No Surprises.

01

Introduction

You introduce your client to Ryan — by phone, email, or in person. Ryan follows up within one business day.

02

Discovery call

Ryan has a free 30-minute conversation with your client to understand their project, timeline, and budget range.

03

Lot walk (if applicable)

If a lot is identified, Ryan walks it before any budget is built. Site conditions affect cost significantly.

04

Paid planning phase

If there is a fit, Ryan proposes a paid planning engagement to build a real preconstruction budget from actual subcontractor quotes.

05

You stay informed

Realtors who refer clients receive regular updates throughout the process. You are never left wondering what is happening with your client's project.

Ryan Morreau

Founder & Principal, Morreau Construction Management

270-816-4959

ryan@morreauconstruction.com

2854 Lone Oak Rd, Paducah KY 42003

morreauconstruction.com

INTERIOR DESIGNER PARTNERS
Section 07 of 08

HOW MCM WORKS WITH INTERIOR DESIGNERS

Your Vision. Built Correctly.

Interior designers work hard to create a vision for a space. A builder who cannot execute that vision — or who substitutes materials without notice — undermines the entire design process. MCM's written change order process and open-book invoicing mean that every material selection is documented, every substitution requires written approval, and the designer's specifications are protected throughout the build.

WHAT DESIGNERS NEED FROM A BUILDER — AND WHAT MCM PROVIDES

- **Written specifications:** Every material selection is documented in the project scope. Substitutions require written change order approval from the client and designer.
- **Budget transparency:** Designers can see actual subcontractor costs for finish work — tile, cabinetry, millwork, fixtures — so selections stay within the client's budget.
- **Schedule coordination:** MCM coordinates delivery and installation schedules with designers to ensure materials arrive when trades are ready.
- **Finish work quality:** MCM uses finish carpenters and tile setters who can execute designer specifications at the level the design requires.
- **Communication:** Designers are included in project communication throughout the build — not just at the selection phase.

HOW THE COLLABORATION WORKS

Designers Are Part of the Team from Day One.

MCM invites designers into the project at the preconstruction phase — before the contract is signed. That means finish selections are included in the original budget, not added as change orders after the fact. Designers who work with MCM know that their specifications will be executed as written, and that any deviation requires their written approval.

01

Design brief review

Ryan reviews the designer's specifications before the preconstruction budget is built — so finish costs are included in the original budget.

02

Material procurement

MCM coordinates material procurement with the designer's schedule. Lead times are tracked and communicated.

03

Installation coordination

MCM schedules finish trades around the designer's installation sequence. No tile setter shows up before the substrate is ready.

04

Change order discipline

Every substitution or scope change requires written approval from the client and designer before work proceeds.

Custom Interior — Western Kentucky

WHY RYAN — THE PERSON BEHIND MCM
Section 08 of 08

THE PERSON BEHIND THE COMPANY

One Builder. One Phone Number. One Standard.

Ryan Morreau is not a company that assigns a project manager to your job. He is the project manager. He walks every site, reviews every invoice, and answers every call. That is not a marketing claim — it is the operating model. MCM is intentionally small so that Ryan can maintain that standard on every project.

- **Honesty before the sale:** Ryan will tell a prospective client if their budget is not realistic for their program — before the contract is signed, not after. That conversation protects everyone involved.
- **Personal accountability:** When something goes wrong on a MCM project — and something always goes wrong on every construction project — Ryan calls the client before the client calls him. That is the standard.
- **Integrity on change orders:** Every change order is written before work begins. Ryan does not present a client with a surprise invoice at the end of a project.
- **Selective client base:** MCM does not take every project that comes through the door. Ryan is selective about the projects he takes because the quality of his work depends on it.
- **Community commitment:** Ryan is a Western Kentucky native. He builds here because he lives here. The homes he builds are in the communities where his family lives.

WHAT EVERY MCM CLIENT CAN EXPECT

These Are Not Aspirations. They Are Operating Standards.

The following commitments apply to every MCM project — new construction, remodel, or investment build. They are not marketing language. They are the standards Ryan holds himself to on every project.

- **Written contract before work begins:** No verbal agreements. Every project starts with a signed cost-plus contract.
- **Real preconstruction budget:** Built from actual subcontractor quotes before the contract is signed.
- **Written change orders:** Every scope change is documented before work begins. No exceptions.
- **Open-book invoicing:** Every subcontractor invoice is shared with the client.
- **Weekly progress updates:** Photos and a written summary every Friday during active construction.
- **Proactive communication:** When something goes wrong, Ryan calls the client before the client calls him.
- **12-month workmanship warranty:** In writing, covering all work managed by MCM.
- **Personal availability:** Ryan's personal cell number remains available after handoff — not just during the build.

> *"We cannot say enough good things about Ryan. Since we lived out of town during our home build, having someone we could completely trust through the entire process was extremely important. Ryan treated our project as if it were his very own home."*
>
> KG **Kyle Greenwell**
> Custom Home Build · Google Review

WHAT CLIENTS SAY ABOUT WORKING WITH MCM

Trusted by Western Kentucky Homeowners.

5.0 · 10+ verified reviews on Google and Facebook

"We cannot say enough good things about Ryan. Since we lived out of town during our home build, having someone we could completely trust through the entire process was extremely important. Ryan treated our project as if it were his very own home, managing every detail with care, professionalism, and true ownership."

KG **Kyle Greenwell**
Custom Home Build · Google Review

"Ryan is an absolute pleasure to work with and has the knowledge to make your dream home come true. It is an honor and privilege to know Ryan and to get to work with him."

LA **Leslie Adkinson**
Custom Home · Facebook Review

"I would highly recommend Ryan Morreau as a Project Manager for any home build. His attention to detail, communication, and commitment to quality are second to none."

RS **Ryan Spann**
Home Build · Google Review

Custom Home Build — Western Kentucky

25–30	5.0	10+
Custom Homes Managed	Average Review Rating	Verified Reviews

"We have known Ryan since the day he was born. He has always been conscientious, detailed and trustworthy. He is always our go-to for all things construction."

ST **Shawn Turner**
Construction · Google Review

"Ryan has gone above and beyond for the project. He has helped me through every step and made the entire process smooth and stress-free. Truly exceptional service."

NR **Natalie Rooney**
New Home Construction · Google Review

LEAVE A REVIEW

If you have worked with MCM and would like to share your experience, Ryan would be grateful for a Google or Facebook review. Reviews help other homeowners, realtors, and investors find a builder they can trust.

SHARE YOUR EXPERIENCE

Google: Search 'Morreau Construction Management' and click 'Write a Review'
Facebook: facebook.com/morreauconstruction

Custom Home Build — Western Kentucky

IMPORTANT DISCLOSURES

Please Read Before Making Any Financial Decisions.

- **Cost estimates are not guarantees.:** All cost ranges and per-square-foot figures in this booklet are illustrative estimates based on 2026 Western Kentucky subcontractor pricing. Actual costs depend on site conditions, foundation type, finish selections, garage configuration, outdoor living, and other project-specific factors. The only reliable cost figure is a preconstruction budget built from actual subcontractor quotes for your specific project.
- **Investment projections are illustrative only.:** Rental income estimates, vacancy assumptions, and return projections in this booklet are illustrative and are not a guarantee of future performance. Real estate markets change. Rental demand, vacancy rates, and construction costs are all subject to significant variation. MCM is not a financial advisor.
- **MCM is not a licensed real estate broker or financial advisor.:** Nothing in this booklet constitutes real estate, financial, legal, or tax advice. All investment decisions should be reviewed with a qualified CPA, licensed real estate attorney, and licensed real estate broker before committing.
- **Subcontractor pricing is subject to change.:** Material costs and subcontractor labor rates change with market conditions. A preconstruction budget is valid for the period specified in the planning engagement agreement.
- **Licensing and insurance.:** MCM carries general liability insurance and manages projects under applicable Kentucky contractor licensing requirements. Copies of insurance certificates are available upon request.
- **Testimonials reflect individual client experiences.:** Client testimonials in this booklet reflect the individual experiences of those clients and are not a guarantee of future results. Results vary by project scope, site conditions, and client engagement.
- **Photographs.:** Project photographs in this booklet represent work managed by MCM. All photographs are used with client permission.
- **This booklet is for informational purposes only.:** It does not constitute a contract, proposal, or binding commitment of any kind. All project agreements are documented in a written contract signed by both parties.

READY TO TALK?

The First Step Is a Free 30-Minute Call.

No sales pitch. No pressure. Ryan will ask about your project, your site, your timeline, and your budget range — and give you an honest assessment of fit. If MCM is not the right builder for your situation, Ryan will tell you that too.

Ryan Morreau

Founder & Principal, Morreau Construction Management

270-816-4959

ryan@morreauconstruction.com

2854 Lone Oak Rd, Paducah KY 42003

morreauconstruction.com

WHAT TO EXPECT ON THE FIRST CALL

- **Duration:** 30 minutes.
- **Cost:** Free. No obligation.
- **What Ryan will ask:** Your project type, site location, timeline, and budget range.
- **What you will get:** An honest assessment of fit, a realistic sense of timeline, and a clear explanation of MCM's process and fee structure.
- **Next step if there is a fit:** Ryan will propose a paid planning engagement to build a real preconstruction budget from actual subcontractor quotes.

"The most important conversation we have is the first one."

— Ryan Morreau

MCM SERVES

Western Kentucky and the Surrounding Region.

Morreau Construction Management is based in Paducah, Kentucky and serves clients throughout Western Kentucky and the surrounding region. Ryan is available for projects within a reasonable drive of Paducah — contact him directly to discuss your site location.

PRIMARY SERVICE AREAS

- Paducah, KY (primary market)
- McCracken County and surrounding counties
- Graves County, Marshall County, Calloway County
- Western Tennessee border region
- Contact Ryan directly for projects outside these areas

QUICK REFERENCE

Phone / Text:	270-816-4959
Email:	ryan@morreauconstruction.com
Website:	morreauconstruction.com
Address:	2854 Lone Oak Rd, Paducah KY 42003
Google Reviews:	Search 'Morreau Construction Management'
Facebook:	facebook.com/morreauconstruction
Contract type:	Cost-plus, open-book
Management fee:	Fixed in writing before contract is signed
Warranty:	12-month workmanship warranty, in writing
JobTread:	Client access to real-time project data

MORREAU
CONSTRUCTION
CONTRACTING, REFINED

(270) 816-4959
ryan@morreauconstruction.com
morreauconstruction.com