



## “Putting All of Your Eggs in One Basket...”

Everyone remembers the thrill of an Easter egg hunt. The whistle blows, and suddenly it’s chaos. Kids sprinting across the yard, diving behind bushes, pushing other kids to the side, and stuffing their baskets as fast as possible. The goal? Gather as many eggs as you can. Because the more eggs you collect... the better your chances of finding the good candy. Custom home builders do their own version of an Easter egg hunt every day.

Every builder has said it at some point. “I like working with you guys... but I don’t want to put all my eggs in one basket.” And honestly, that’s fair. So, the thinking becomes: Spread things around. Windows in one basket. Doors in another. Trusses somewhere else. Framing materials from yet another supplier. On paper, it sounds like a safe strategy. But it starts to feel less like construction and more like an Easter egg hunt that never ends.

You’re chasing pricing from one supplier. Tracking deliveries from another. Waiting for callbacks from someone else. And when something goes wrong? Suddenly every supplier looks at you like the Easter Bunny just dropped the egg in the wrong yard. “Not my egg.” “Talk to the other supplier.” “That wasn’t our delivery.” “That’s on someone else.” Next thing you know, you’re standing there holding a basket full of cracked eggs and wondering who the Easter Bunny really works for. But here’s another way to think about it. The real goal isn’t collecting more eggs. It’s finding someone who runs the whole hunt the right way.... Like us!

### **The goal is finding one basket you can actually trust.**

One team. One point of communication. One supplier who understands the build from start to finish.

When the basket is strong, putting your eggs there suddenly doesn’t feel risky. It feels organized. It feels efficient and it lets you stop running around the yard looking for eggs.

A supplier who helps coordinate materials, timing, and service so you’re not chasing eggs all over the yard. When that happens, something interesting changes.... You stop scrambling.... You stop hunting.... And the Easter Bunny finally stops leaving surprises in places you didn’t expect. Because when you have the right partner managing your materials, your deliveries, and your coordination... You can stop worrying about eggs and focus on building great homes.

Happy Easter from your friends at Kimal Lumber!!

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