

bric

BEYOND THE BUILD

Bringing Residences Into Culture

CAPABILITY STATEMENT
SYDNEY, AUSTRALIA

A brand and digital studio for builders.

THE STUDIO

Brand · Digital · Content · Space



We help builders win better work.

Clients choose the builder who looks like the safe pair of hands. We build the website, the proof, and the brand that make your quality visible before the first meeting, so you are shortlisted more often and compared on capability, not price.

Your work speaks once someone stands in it. Our job is getting them there: a portfolio presented properly, a name that carries, and a presence that matches the standard of what you build.

The strongest foundations aren't made of concrete. They're **built on the ideas** behind them.



YOUR BUILDS · A HERO PROJECT SHOT

Founded in Sydney, built for Australian builders.

Four capabilities, one studio.

The website first, because that is where clients judge you. Then the proof, the identity, and the display home, one team keeping it all consistent.



A / DIGITAL

Digital Experience

The portfolio website clients judge you by before they ever meet you.

Portfolio websites · Project galleries · Enquiry funnels · Ongoing management



B / CONTENT

Content & Story

Your builds, photographed and told properly. Proof that travels to every meeting.

Build photography · Video walkthroughs · Case studies · Social content



C / IDENTITY

Brand Identity

A name and identity that read established, on the tender as much as the hoarding.

Brand identity · Tender & capability documents · Site hoardings · Signage



D / SPACE

Spatial & Interiors

Display homes and client-facing spaces that help close the sale.

Display home styling · Interior direction · Material & finish input

On retainer, with a scope you can hold us to.

Every retainer buys a defined amount of work each month, not open-ended access. Three tiers, shaped to where you are.

Presence

\$2,500 / month

STEADY PRESENCE

INCLUDED EACH MONTH

- ▮ Social media managed: 4 posts a month
- ▮ Website kept current with edits and new work
- ▮ 1 project story a month, written up with photos
- ▮ Brand assets kept ready for print and use
- ▮ Monthly call on results and next steps

1 studio day reserved each month.

Momentum

\$4,000 / month

DISPLAY HOMES & LAUNCHES

EVERYTHING IN PRESENCE, PLUS

- ▮ Project identity: name, logo, brochures, hoardings, ads
- ▮ Project landing page: renders, plans, register-your-interest
- ▮ 8 pieces of campaign content, social and email
- ▮ Quarterly shoot: progress, stages, display suite
- ▮ Monthly strategy session with the directors

2 studio days reserved each month.

Partner

\$8,500 / month

MULTIPLE SITES & BRANDS

EVERYTHING IN MOMENTUM, PLUS

- ▮ Momentum coverage across up to 3 projects at once
- ▮ Priority capacity: front of the queue
- ▮ Display suite styling and finish direction
- ▮ Quarterly planning across the pipeline
- ▮ One senior contact across everything

5 studio days reserved each month.

Where the line sits

Anything beyond the scope above is a separate piece of work: quoted, approved, then started, so there are no surprises. Presence runs on a three-month minimum, Momentum and Partner on six, with 30 days notice either way.

All figures in AUD and exclude GST. A studio day is about eight hours of focused studio time.

Why builders choose bric.

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|-----------|---------------------------------------|--|
| 01 | Win better work | A brand that looks established gets you shortlisted for the jobs worth having, and compared on quality instead of price. |
| 02 | Proof that travels | Your finished builds, photographed and presented properly, become your best salesperson in every meeting and on every phone. |
| 03 | Trust before the first meeting | People research before they enquire. A sharp website and a consistent presence mean they arrive already half decided. |
| 04 | Senior people, direct line | You work directly with the people doing the work. No account layers, no dilution, no juniors learning on your budget. Decisions are quick and the standard stays high. |

The people behind the work.

-  **Khalil Khouri** Co-founder & Director
-
-  **[Full name]** Co-founder & Director
-
-  **[Full name]** Business Development Manager
-
-  **[Full name]** Content Creator
-
-  **[Full name]** Interior Designer, studio bench

Let's build something that lasts.

bric

Tell us about your next project and we will shape a retainer around it.

WEB

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PHONE

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STUDIO

Sydney, Australia