

# The Barndominium Blueprint

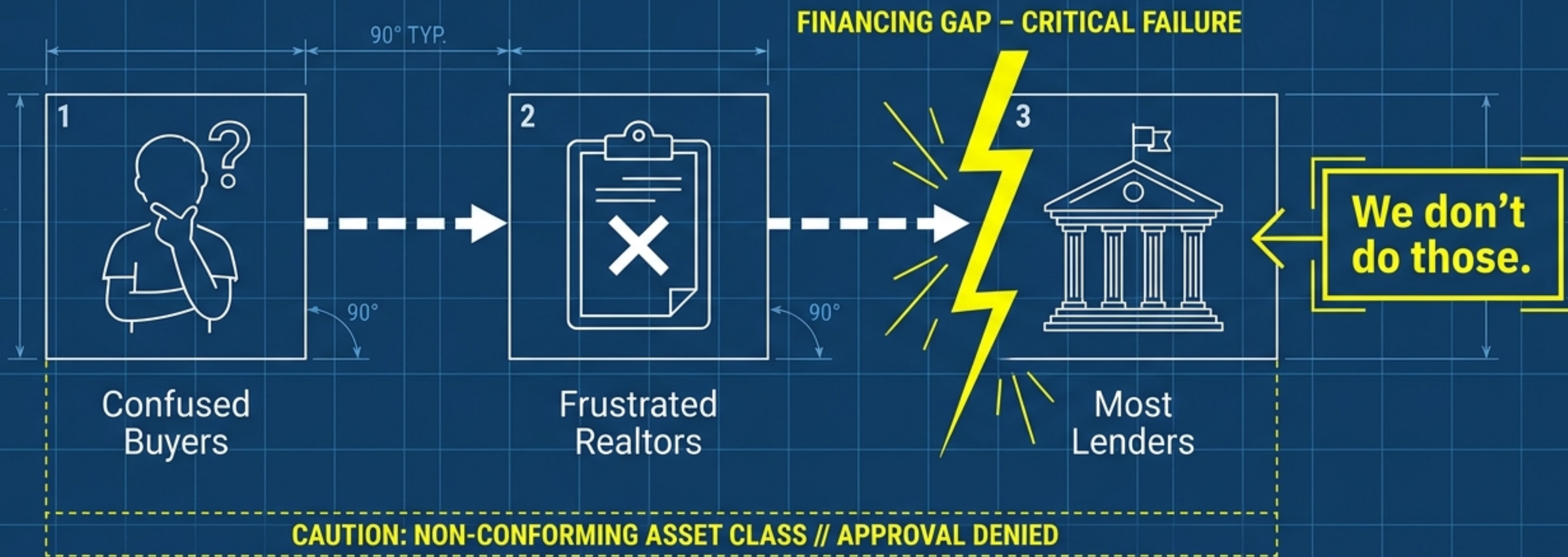
Structuring and Closing Niche Property Loans



**CONFIDENTIAL:**  
Deal Architect Playbook

# Barndominiums are where deals go to die

The standard lending environment is not built for non-standard properties.



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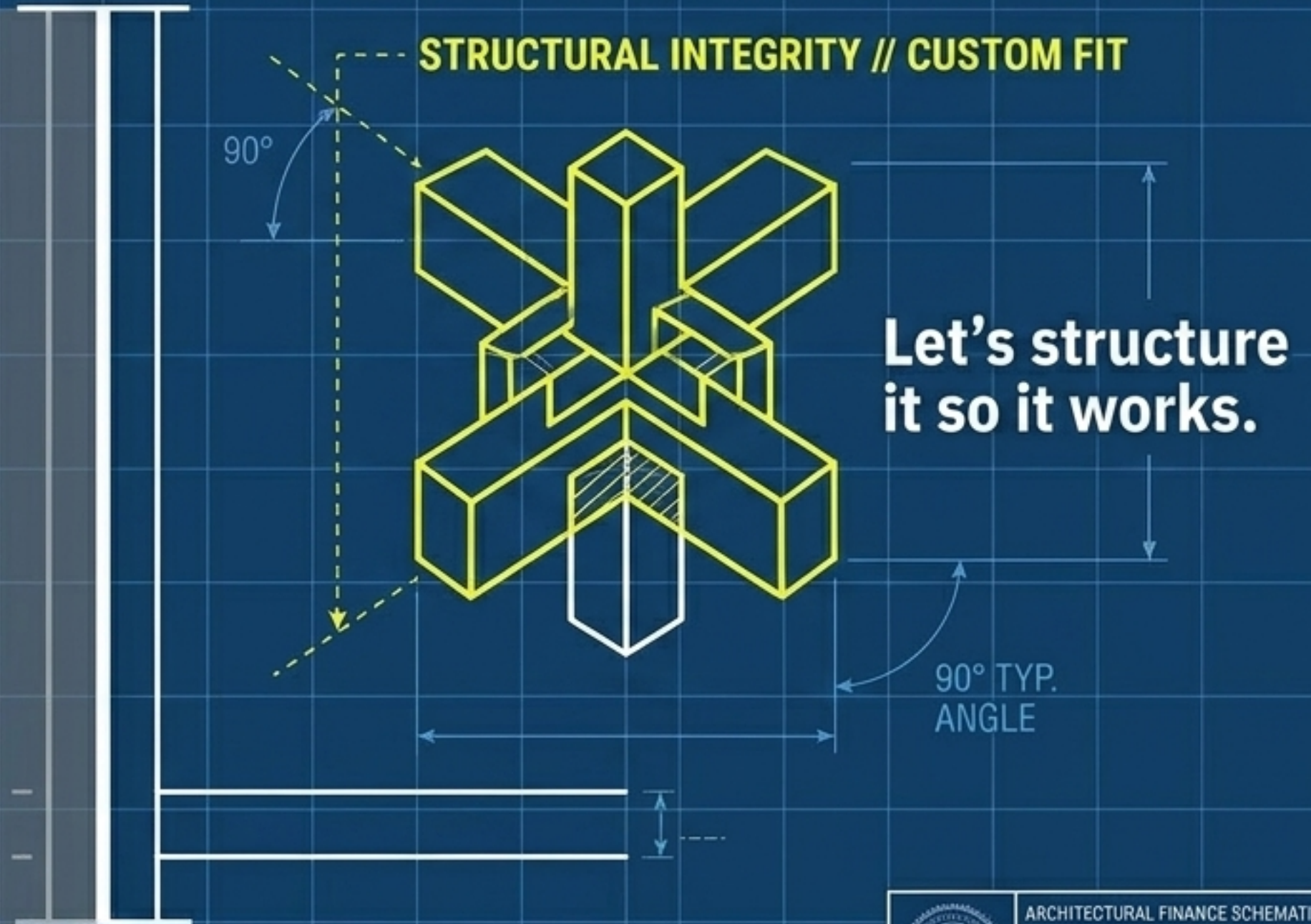
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# High failure rates create a high-opportunity niche

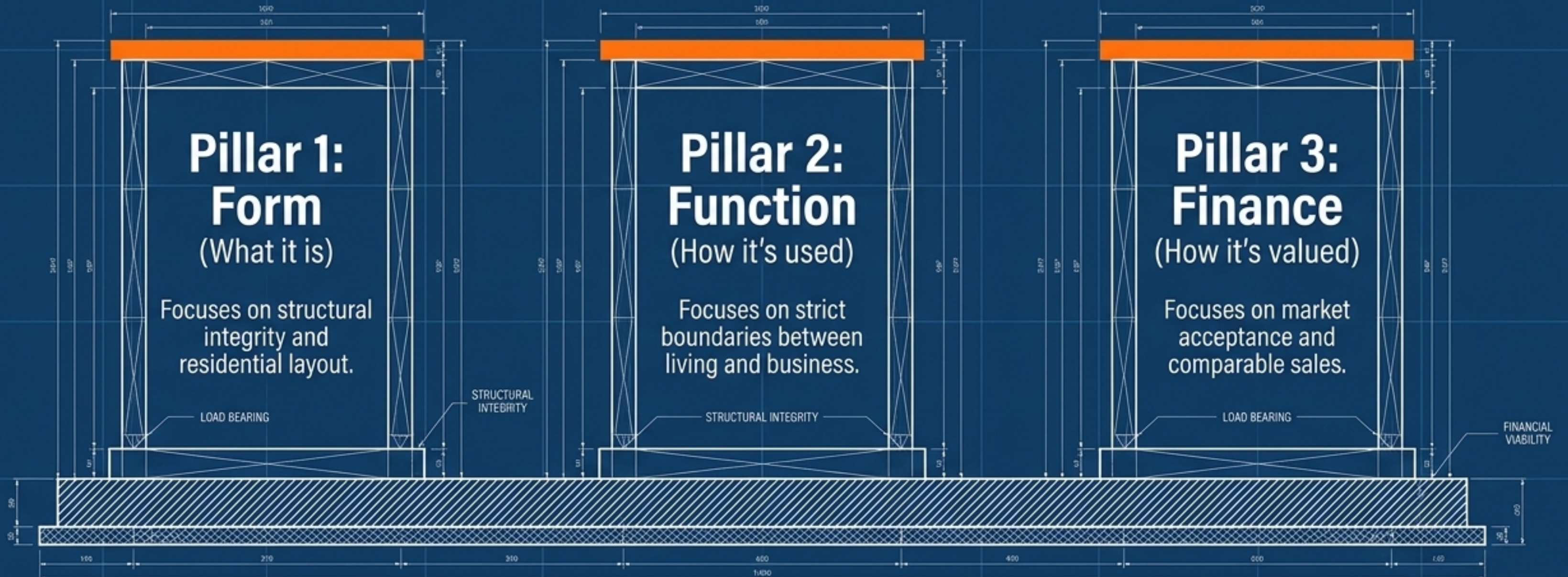
You step into the void as The closer of weird properties.



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# Every fundable Barndominium must pass three structural tests

Unconventional properties require a rigorous framework.

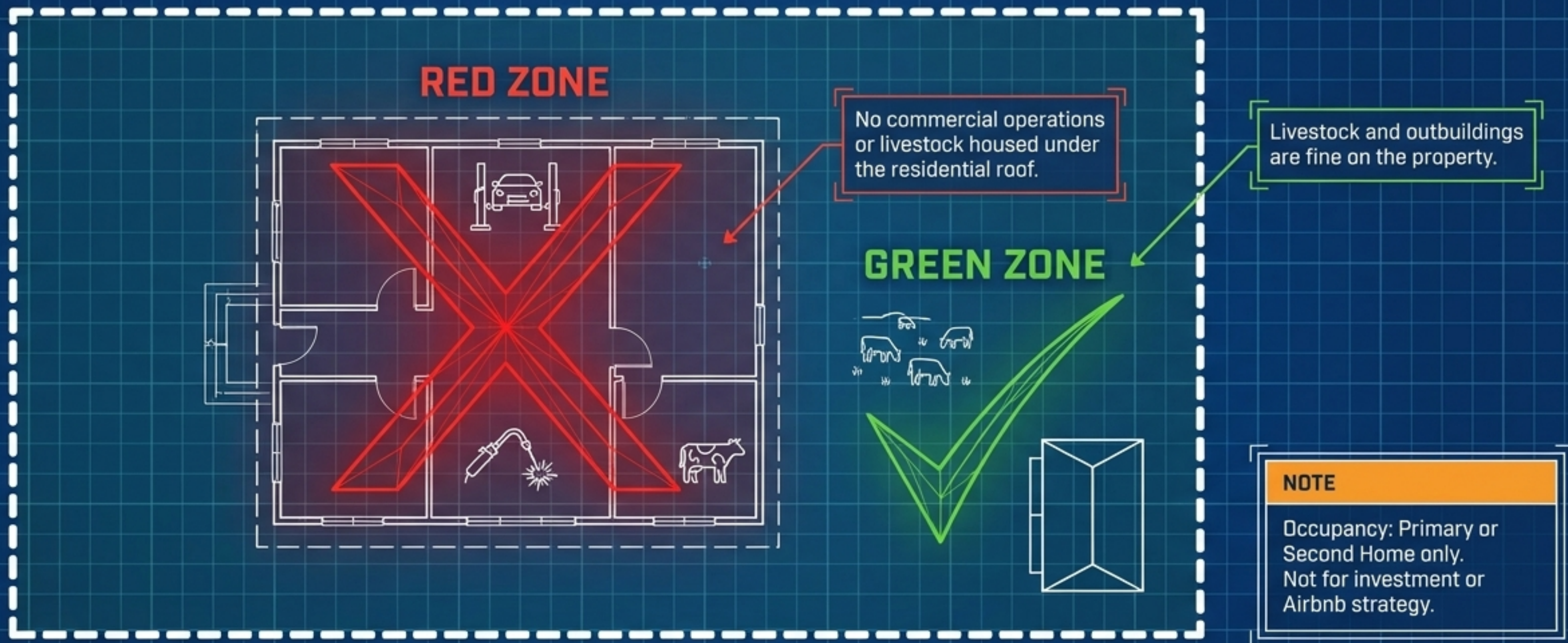


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# Pillar 2: Strict separation of living space and business activity

The residential section must be entirely separate from commercial operations.



# Pillar 3: Unique properties require aggressive comparable searches

Appraisals are the hardest part of a Barndominium deal. The property must be typical for the market.



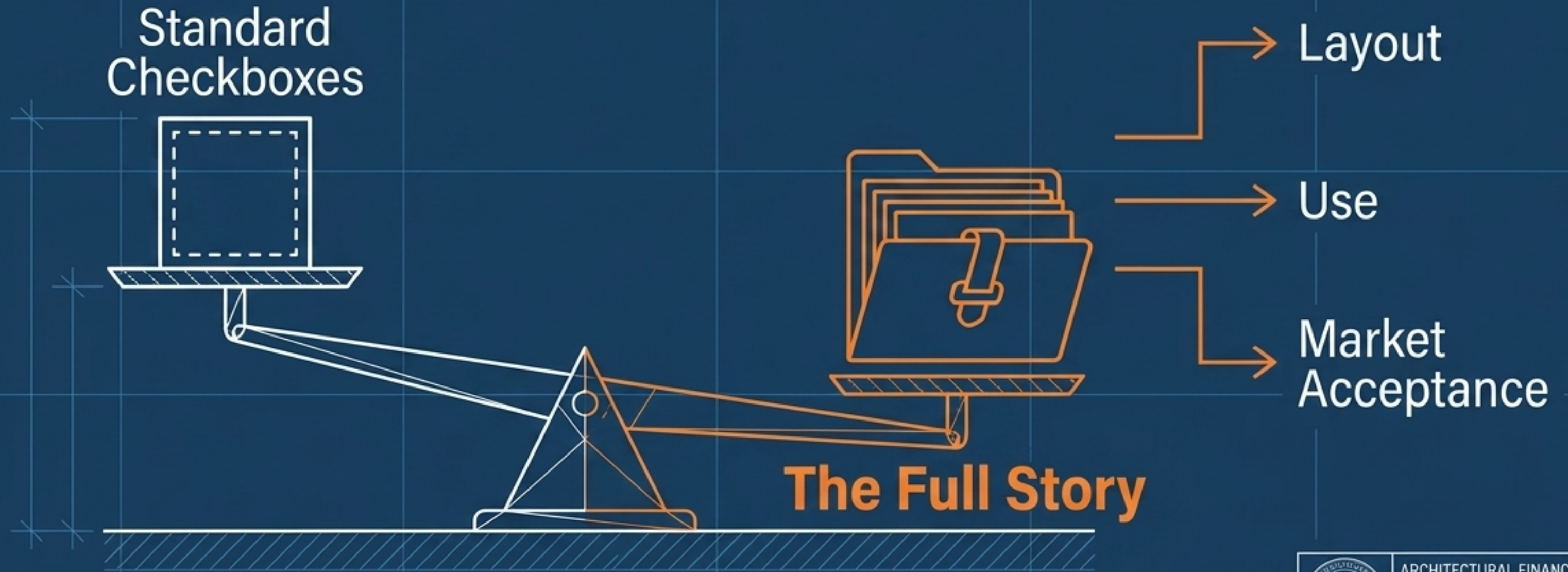
If it's the only one in a 50-mile radius... it's a dead deal.

Appraisers can use older comps from distant areas.

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# Underwriting looks at the full story, not just the checkboxes

Non-standard properties require lenders to use common sense.



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# The Dne Deal-Killer Diagnostic Matrix

Spot a dead deal instantly before wasting hours on a file.

If the Client Says...	The Underwriting Reality is...
We run a business in it.	<b>Problem:</b> Ineligible due to commercial use.
Animals live inside.	<b>Problem:</b> Ineligible due to safety/use.
There are no comps nearby.	<b>Issue:</b> Massive appraisal hurdle.
It's basically a shop.	<b>Problem:</b> Fails residential layout test.
We want to build one.	<b>Stop:</b> Wrong loan type (Existing only).

# The Positioning Script

Use this phrasing everywhere—in emails, on calls, and at networking events.

**Barndominiums get denied all the time—not because they're bad deals, but because they're misunderstood. I specialize in structuring these so they actually get approved.**

EXECUTION:  
MEMORIZE AND DEPLOY

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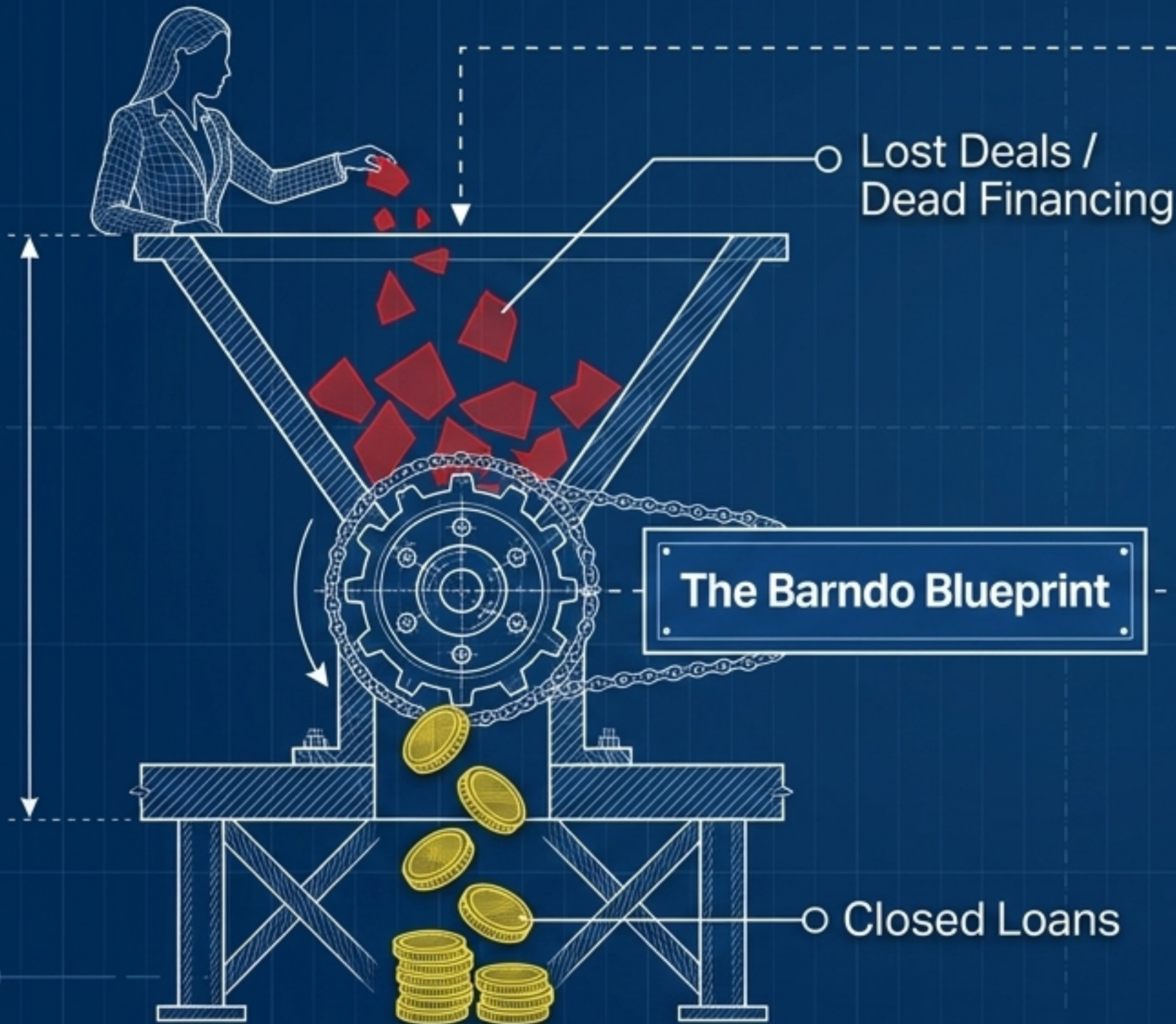
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# Capturing frustrated real estate agents

Position yourself as the salvage operation for their lost commissions.

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**Pitch to Agents:**  
“How many  
barndominium  
deals have you  
lost because  
financing  
fell apart?”

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REV. A

# The Buyer Content Strategy

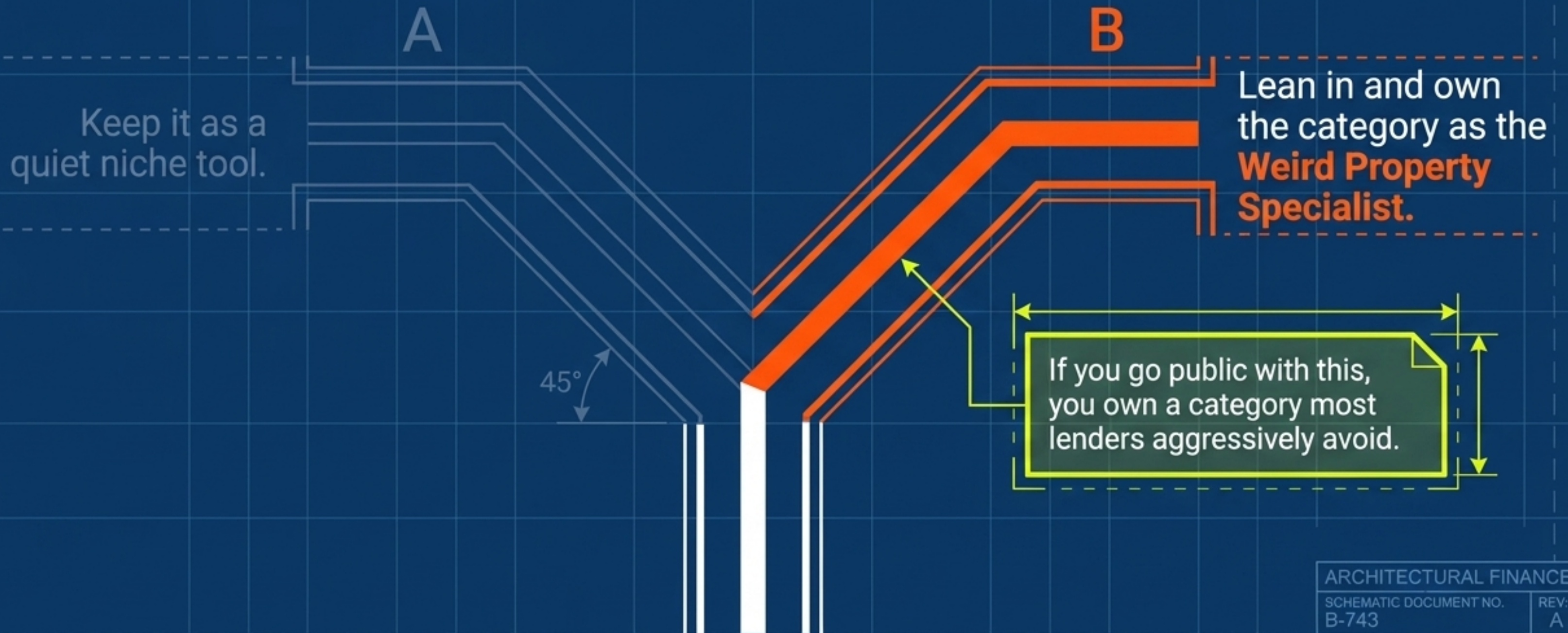
Social hooks designed to attract buyers who are tired of hearing No.



**The core message: Yes, you can finance a barndominium...  
but here's what most people get wrong.**

# The Strategic Choice

How you leverage this knowledge dictates your brand ceiling.



# Choose your activation weapon

Knowledge without deployment is useless.



Build a "Barndominium Loan Guide" Lead Magnet.



Launch 10 Social Hooks to attract buyers.



Host a Realtor Class: "Deals You Thought Were Dead".

↑ → **Where do you want to take it?** ← ↑

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SCHEMATIC DOCUMENT NO. B-744  
REV: A