

## Corporate Backgrounder

### About The Plan Collection ([www.theplancollection.com](http://www.theplancollection.com))

The Plan Collection is a web-based business focused on growing a digital media platform in the home construction, remodeling and design sectors. Driven by the simple idea that great house designs should be affordable and readily accessible to everyone, the company provides homeowners, prospective homeowners and builders with more than 20,000 house plans selected from the nation's leading designers and architects, along with tens of thousands of instructional and inspirational photos.

From the days of printed house plan books to PCs, the Internet, social media, and now tablets and mobile – [The Plan Collection \(TPC\)](#) and its founders have provided users with a better, more convenient and more valuable home-building experience. Customers enjoy the benefits of a broad selection of high-quality home plans and detailed how-to information, an easy-to-search site and knowledgeable customer service. TPC understands what homeowners are looking for, and delivers better search results to its users. Thousands of houses have been built at a lower cost using pre-drawn house plans that meet homeowners' specific needs.

### Company History

Believing there was an underserved need for affordable, quality home design, TPC Interactive acquired The Plan Collection in 2011. Known as blueprints and/or floor plans, ready-made house plans offered in both traditional and electronic form through the web and mobile technologies greatly improve accessibility.

TPC Interactive's founders originally began offering [house plans](#) in the 1970s in the form of black and white house plan books or catalogs featuring the top pre-drawn house plans. Early on, the team partnered with book and home builder retailers so that future homeowners could easily find the house plan books, enabling thousands of houses to be built using pre-drawn house plans.

In the 1990s, the founders offered a CD-ROM house plan catalog. By the early 2000s, the firm was one of the first companies to offer a website with a vision to provide universal access to quality house designs. The focus remains to offer innovation and high quality house plans.

### Products

Today TPC offers more than 20,000 house plans – among the largest inventory of pre-screened home plans and floor plans on the Internet. Home plans are grouped into floor-plan collections and architectural styles.

The company provides access to quality [home plans](#) and enables users to screen and search for house plans that meet their specific desires. The company's knowledge of homebuilding trends and robust search capabilities delivers superior plan search results. Once users find a plan, they may access more home planning and building resources - such as customization services, financing,

finding builders, codes and permits, insurance and legal assistance, and costs to build, etc.

TPC guarantees its house plans at the lowest price; therefore if a consumer or builder finds an identical plan on another website for a lower total price (including advertised promotion discounts and shipping), the company will match it and give an additional 5 percent off. The company continues to seek new and creative ways to interact with its customers and has ramped up connecting via social media outlets.

### For Builders

Developed especially for builders, *The Preferred House Builder Advantage* offers builders cost-saving benefits including a free membership, discounts on plan purchases, a builder-only toll-free hotline, and free ground shipping and handling on all orders. Builders also enjoy a free, comprehensive listing under *Find A Builder* – designed to drive customer leads directly to builders and architects.

### Industry Statistics

There are currently more than 83,500 individual members of the American Institute of Architects (AIA). In 2015, the National Council of Architectural Registration Boards (NCARB) estimated the number of architects licensed in the United States at 107,581. Professional standards for architect licenses are state controlled. The 17,500 AIA architecture firm members reported net billings of \$28.4 billion in 2015.

Nationally, architects' revenue by project type:

- 53% - new construction
- 47% - renovations, additions, historic preservation, etc.
- more-

The National Association of Home Builders (NAHB) has a membership of more than 140,000 home building professionals.

## Leadership Team

**Brian Toolan** - Co-Founder and CEO of TPC Interactive, was previously managing director at Crystal Ridge Partners, a \$70M lower middle market private equity firm. In addition to developing investment strategies and executing transactions, he pursued an active, hands-on approach to improve operations and create long-term value, including as an investor and Director at Plus One Health Management.

Prior to that, Toolan was president and publisher at Creative Homeowner where he led and managed all publication-related operations and new media initiatives for this family-controlled company then publicly owned subsidiary of Courier Corporation. He joined in 2002 initially as vice president of business development to map out a new business strategy and implement a reorganization of its operations.

Toolan began his private equity career at J.P. Morgan Partners and its predecessor, Chase Capital Partners, focusing on leveraged buyouts and growth equity opportunities in the consumer and healthcare markets.

He received his B.A. and B.S. from the University of Pennsylvania and an M.B.A. from Harvard Business School.

**Tim Bakke** – Publishing Director at TPC Interactive, is a publishing professional with more than 35 years of experience in magazines, books, and online Web publications. Before joining TPC Interactive he supervised over a 15-year period the publication of more than 150 Creative Homeowner (imprint) books covering home improvement, decorating, gardening, landscaping, home design, and remodeling.

Prior to that, Bakke had a 20-year career in the editorial departments of engineering journals (American Society of Civil Engineers), trade magazines, and consumer magazines like Popular Science, where he rose from copy editor to Senior Editor, Home Improvement and Technology.

## Contacts:

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