



The Craftsman Series Guide

We build the foundation. You build the dream.

A buyer's guide to custom post-frame homes & shops
in Minnesota and northwest Wisconsin.

WELCOME

Most homes are built by contractors.

Craftsman Series homes are built by you — with a little help from nearly 50 years of Sherman expertise.

The Craftsman Series is a different way to get a custom home or shop. Sherman engineers and erects a weather-tight shell, then carries the build as far as you want — most often to mechanical rough-in, the natural handoff point. From there, the finish line is yours: you decide how far to take it, when, and exactly how it looks. We handle the part that demands engineering and heavy equipment. You own the part that makes it yours.

This guide walks through how the Craftsman Series works, what shapes the investment, and how to think about your own build — without a single one-size-fits-all number, because no two buildings are alike.

“We build the foundation. You build the dream.”

The Craftsman Series, Sherman Buildings

THE MODEL

How the Craftsman Series works

Think of it as a partnership with a handoff you control. Sherman is the mentor with the structural know-how; you are the craftsman who brings the interior to life. The only question is where we hand the build to you.

What Sherman delivers

- An engineered post-frame shell built for the Midwest — designed for our snow loads, wind, and freeze-thaw cycles.
- A weather-tight building: roof, walls, doors, and windows, closed in and protected.
- The structure carried to mechanical rough-in — the stage where the building is ready for the systems and finishes you choose. This is the natural handoff, but not a hard line: we can stop sooner, or keep going.
- As much of the next phase as you want — items like drywall, paint, flooring, HVAC, or a water heater. You tell us where to draw the line.
- Decades of guidance on what comes next, so you are never starting blind.

What you own

- Every finish decision — flooring, fixtures, cabinetry, trim, paint, and layout.
- Your timeline. Finish a room this season and the rest next year if you like.
- Your scope. Do the work yourself, hire your own trades, or mix both.
- The pride of a home shaped by your taste and, where you want it, your own hands.

Choose where we hand off

Mechanical rough-in is the story most Craftsman builds follow, but the handoff can happen anywhere after the shell is standing. Some clients take the keys to a weather-tight shell and run with it. Others have us continue through select interior work — drywall, paint, wallpaper, flooring, HVAC, a water heater, and more — before they take over. There is no fixed line: we build to the point that fits your skills, your schedule, and your budget, and hand you the rest.

WHY IT'S DIFFERENT

The four pillars of the Craftsman

Because the handoff point is flexible, the Craftsman Series fits a wide range of builders — from hands-on tradespeople to families building their forever home. The model rests on four ideas that explain why it appeals to people who want a custom building on their own terms.

PILLAR 01

Structural confidence

Sherman handles what you can't — engineered shells built to last for decades. The structural expertise is done; the creative freedom is yours.

PILLAR 02

Creative sovereignty

Every fixture, every finish, every floorboard is your choice. No design compromises — just your vision, executed your way.

PILLAR 03

Budget control

You decide where the money goes and when. Finishing on your own terms means your timeline and your priorities drive the spend — not someone else's schedule.

PILLAR 04

The craftsman's pride

There's something different about walking through a home you finished yourself. The Craftsman Series isn't just a building — it's a story you'll tell for decades.

PLANNING YOUR INVESTMENT

What shapes the cost of a Craftsman build

There is no honest “price per square foot” for a Craftsman Series building, and you should be wary of anyone who offers one. The right number depends entirely on the choices below. The advantage of this model is that you control most of them. Here is what moves the figure, so you can plan with eyes open.

Size & footprint	Overall square footage, ceiling height, and how the space is divided. A simple open footprint costs differently than one carved into many rooms.
Site & sitework	Your land does a lot of the talking — access, grading, soil, drainage, and how far utilities have to run. A flat, accessible, build-ready site is the easy case; a remote or sloped one asks more.
Foundation & slab	The foundation system and slab work suited to your soil and intended use. Heavier uses and certain soils call for more.
Shell complexity	Roof pitch and style, dormers, lean-tos, porches, and the number of doors and windows. Every break in a simple rectangle adds work.
Doors, windows & openings	Quantity, size, and quality — from overhead doors to picture windows. These are some of the most visible places your taste shows up.
Exterior finishes	Siding and roofing material, color, and trim detail. Upgraded panels, warranties, and accents all factor in.
Insulation & climate control	How comfortable you want the building year-round drives the insulation package and any heating or cooling — especially for a living space.
Interior finish level	The single biggest lever you hold. Because Sherman hands off at mechanical rough-in, you decide how far to take the interior, in what order, and by whose hands. Doing more yourself, or phasing the work over time, keeps you in the driver’s seat.
Permits & local code	Requirements vary by county and township across Minnesota and Wisconsin. Some jurisdictions ask more than others, and that shapes both timeline and budget.
Timeline & phasing	When you build and how you stage the finish work both matter. The Craftsman model is built for phasing — you don’t have to do it all at once.

The bottom line: the Craftsman Series doesn’t hand you a fixed price — it hands you the controls. The more of the finish you own and the more you phase it to your own pace, the more say you have over what your building ultimately costs.

IS IT RIGHT FOR YOU?

Who the Craftsman Series is built for

The flexible handoff means very different people find their fit here. You may recognize yourself in one of these.

The tradesperson

You can run your own trade and manage others — you just don't want to pour footings or set trusses. Let Sherman handle the shell; you take it from there.

The rural dreamer

A family or couple trading the city for land and a simpler life, who want a custom home on their own terms without traditional construction's rigidity.

The weekend warrior

A passionate, capable DIYer with big plans who just needs a head start — and the satisfaction of learning by doing.

The empty nester

A couple building a legacy home on property they already own, who want something genuinely custom and meaningful to leave behind.

The investor-builder

Building a flexible structure for a rental, short-term stay, or multi-use investment — a solid shell finished out to fit the opportunity.

Sherman isn't the builder who does less. We're the partner who makes your build possible.

YOUR NEXT STEP

Ready to start the conversation?

Every Craftsman build starts with a conversation about your land, your goals, and how far you want to take the finish yourself. There's no obligation — just nearly 50 years of post-frame experience pointed at your project.

A few ways to begin

- Tell us about your project and request a quote at shermanpolebuildings.com/quote-request.
- Explore the Craftsman Series and design options at shermanpolebuildings.com/craftsman-series.
- See finished projects in our [gallery](#).

SHERMAN BUILDINGS

Family-owned post-frame builders since 1976

Serving Minnesota and northwest Wisconsin from Mora, MN.

Minnesota license BC004619.

shermanpolebuildings.com

This guide is for general information and inspiration. Specifications, code requirements, and the right approach for your project are confirmed during your consultation.