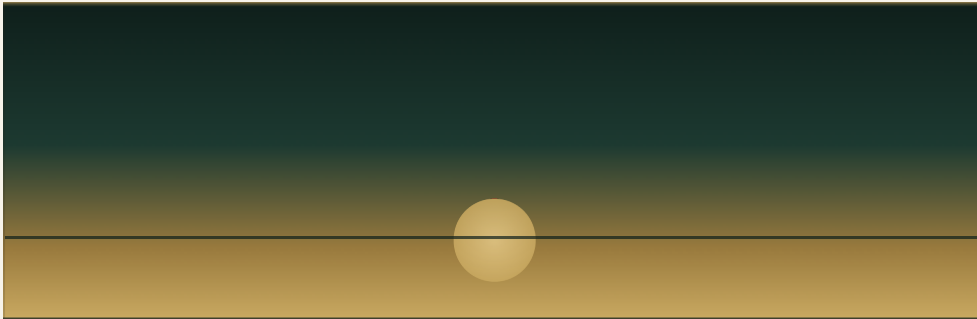




The Shift — *from uncertainty to resolved.*



01

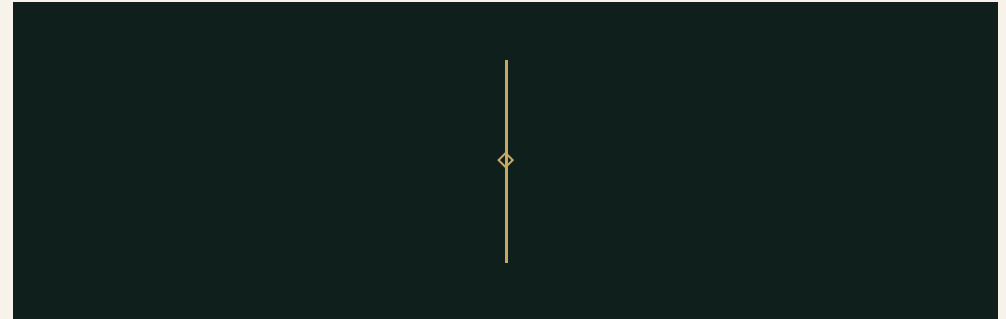
WIDE · DAWN · 6s

First light over quiet land. Long, still wide shot. Nothing moves. The day has not yet asked anything of anyone.

VOICEOVER

Building a home used to mean carrying every question yourself.

AUDIO · low ambient wind, distant birdsong



02

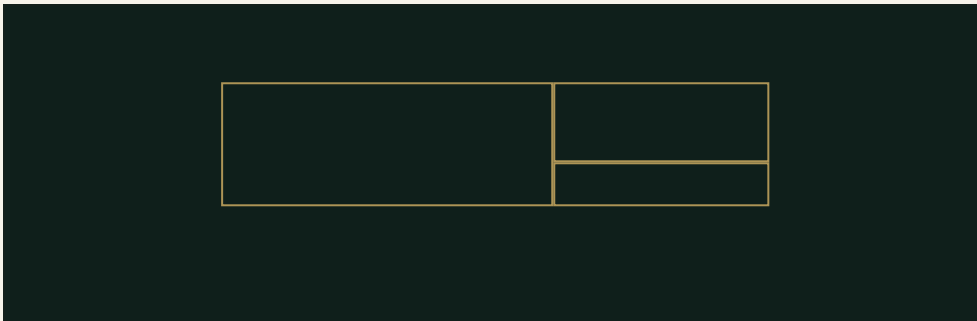
GRAPHIC · 4s

Cut to black-green. A single champagne line draws itself down the centre of frame — the Ruach axis. A diamond resolves at its midpoint.

VOICEOVER

Scope. Cost. Outcome. Unknowns, handed to you.

AUDIO · single sustained note begins



03

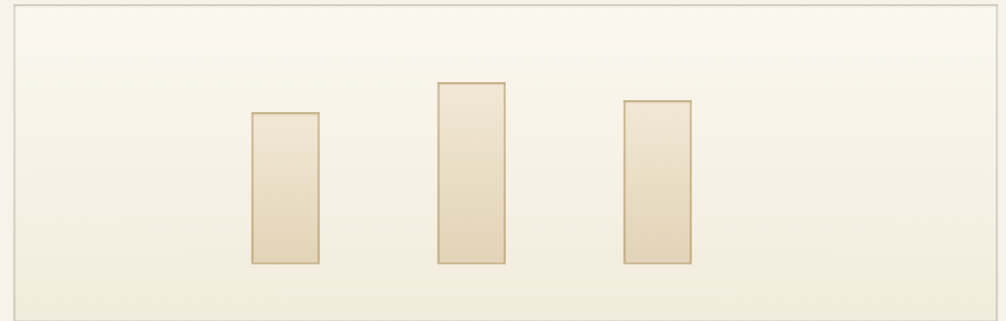
GRAPHIC · 5s

The axis unfolds into a floor plan, line by line. Every room arrives already decided. No options flicker; nothing is provisional.

VOICEOVER

Ruach begins where uncertainty ends.

AUDIO · note resolves to a warm chord



04

MID · SITE · 6s

Engineered panels rise in calm sequence — one crew, one rhythm, one accountable party. Measured pace; no rush, no noise.

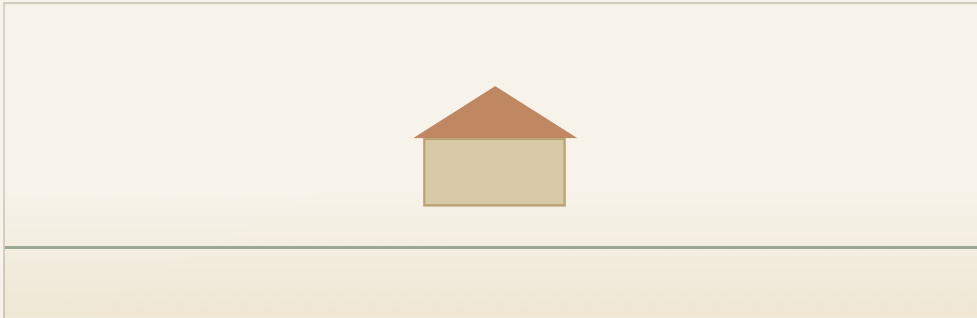
VOICEOVER

One system. One accountable party.

AUDIO · soft percussive build, unhurried



The Shift — *from uncertainty to resolved.*



05

TIMELAPSE · 7s

The home rises in a single, composed timelapse. On-screen type sets in Cormorant, centred on the axis: *Known scope. Known cost. Known outcome.*

SUPER

Known scope. Known cost. Known outcome.

AUDIO · chord widens; proof line: "Delivered in 42 days."



06

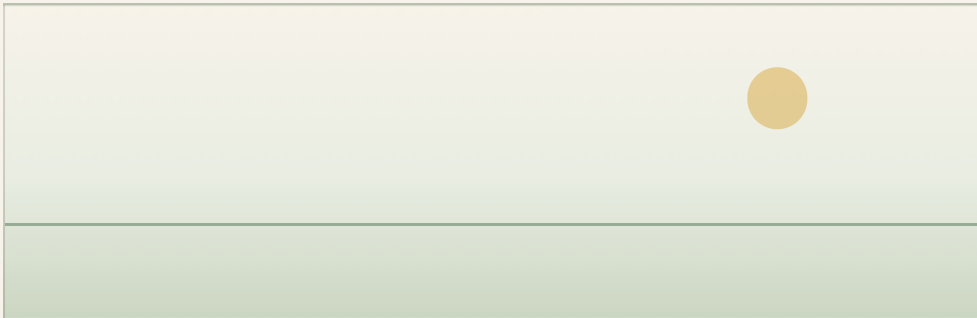
CLOSE · DUSK · 5s

A front door opens from inside. Warm interior light widens across the frame — the house is finished, settled, waiting calmly.

VOICEOVER

Everything is already resolved.

AUDIO · room tone, a kettle, quiet life



07

WIDE · MORNING · 6s

Morning in the garden. A resident at ease — unposed, unhurried, living rather than performing. The home asks nothing of them.

VOICEOVER

A home that asks less of you.

AUDIO · birdsong returns, brighter than frame 01



08

END CARD · 6s

The axis returns and blooms into the mark. Wordmark settles beneath. Hold in silence for a full second before the cut.

SUPER

A Residential Peace of Mind System.

AUDIO · final chord resolves, then room silence