



HOMEWISE ADVOCATE™

HOMEOWNER FIRST

The Homeowner's Guide to Building with Confidence

Helping homeowners make better decisions
before, during, and after construction.

THE GOAL IS NOT CONFLICT.

THE GOAL IS CLARITY.

ANTHONY "GABE" GABRIELLI - FOUNDER



A TRUSTED ADVISOR

Someone experienced is protecting the *homeowner.*

HomeWise Advocate is a homeowner advocacy company. We help homeowners make better decisions before, during, and after construction — translating plans, contracts, estimates, and claims into plain language, and standing entirely on your side of the table.

WHAT WE ARE NOT

Not contractors

We never bid on your job and never profit from the work being done.

Not a law firm

We resolve situations through clarity and documentation, not litigation.

Not public adjusters

We take no percentage of your insurance claim. Ever.

*“We are the one person in the project
with nothing to sell you.”*

OUR PHILOSOPHY

Everything we do exists to *protect and empower.*

Every recommendation is measured against a single question: does this serve the homeowner? When the answer is yes, we act. When it isn't, we say so plainly — even when that costs us the engagement.

I Your Interests, Only

No commissions, no kickbacks, no referral fees from anyone building on your property. Our sole obligation runs to the homeowner, and it is never divided.

II Clarity Over Conflict

Most disputes are misunderstandings that were allowed to grow. We surface them while they are still questions, before they become expensive positions.

III Experience You Can Lean On

Forty years of building, remodeling, restoring, managing projects, and settling claims — applied directly to your project, on your behalf.

“The goal is not conflict. The goal is clarity.”



WHAT WE DO

Three ways we stand beside *the homeowner.*

Every homeowner arrives at a different moment — planning a build, opening a wall, or standing in two inches of water. Each division exists for one of them.

BuildWise™

CUSTOM HOME GUIDANCE

- Builder evaluation
- Contract review
- Budget review
- Change order review
- Project guidance

RemodelWise™

REMODELING GUIDANCE

- Contractor review
- Remodel planning
- Scope review
- Budget review
- Project guidance

RestoreWise™

INSURANCE RESTORATION

- Water, fire, smoke, mold
- Insurance claim navigation
- Scope review
- Contractor evaluation
- Decision support

IMMEDIATE RESPONSE

Engage us at any stage. Most homeowners wish they had called earlier.



FORTY YEARS

Anthony “Gabe” Gabrielli

FOUNDER · VIRTUAL BUILDING CONSULTANT

“I spent forty years on the other side of the table. I know exactly where homeowners get hurt — and it is almost never on purpose. It is on paperwork nobody explained.”

Gabe owned Gallery Homes, Inc. and later Gabrielli Builds, Inc. in Boise, Idaho, completing projects throughout the Highlands at Hackberry, Bown Crossing, Terra Nativa, the Boise Foothills, Sun Valley, and McCall. His companies became known for a simple record: 100% on time, 100% on budget, 100% complete before closing.

He later served as a restoration project manager, helping homeowners navigate water, fire, and storm damage — mitigation contractors, insurance claims, reconstruction, and the decisions that have to be made while the house is still wet. That work is what inspired HomeWise Advocate.

FOUR DECADES ACROSS

- Custom home construction
- Restoration
- Project management
- Remodeling
- Insurance claims
- Homeowner representation

“Forty years of answers, now on the homeowner’s side of the table.”



FREE HOMEOWNER GUIDE

The Golden 10

Things Every Homeowner Should Know Before Signing With A Restoration Company™

After a damage event — even at 2:00 AM — homeowners are asked to sign within the first five minutes of a restoration company showing up, under duress, and told signing is the only way to save their home. Whether the loss is a shed or a massive property, our free guide gives you the ten things to consider and do before you sign anything.

- | | |
|--|---|
| 01 Never sign anything on the day of the loss | 02 You choose the contractor — not your insurer |
| 03 Read the direction-to-pay clause before you sign | 04 Mitigation and reconstruction are two separate jobs |
| 05 Ask for the drying log and moisture readings | 06 If someone offers to waive your deductible, walk away |

Request your copy at homewiseadvocate.com — plus a free 15-minute discovery call.

THE CREDIT SYSTEM

Pay for advice, *not a membership.*

No subscriptions. No memberships. No auto-renewal. Homeowners buy advisory credits and draw on them when a decision has to be made.

Credits are yours alone

Non-transferable, and never assignable to a contractor.

Any project you own

One balance covers a build, a remodel, and a claim.

Approved before drawn

We quote the credits required before any work begins.

What credits purchase

Contract and scope review, contractor vetting, claim navigation, and live advisory calls.



THE VALUE

Personal service that pays for *itself*.

You are not buying a report. You are buying a direct line to someone who has seen your situation hundreds of times and has no financial reason to tell you anything but the truth.

One unreviewed change order

routinely costs more than a full engagement with us. We review every one before your signature.

A vague scope of work

is the most expensive document in residential construction. We make it specific before you sign.

An underpaid claim

is usually a documentation problem, not a coverage problem. We help you document it correctly.

A second opinion

from someone with no stake in the answer is the cheapest insurance a homeowner can buy.



HOMEWISE ADVOCATETM

REQUEST A CONSULTATION

(208) 720-1186

office@homewiseadvocate.com

9233 W Teakwood Dr., Boise, ID 83709

Nationwide, virtual consultations

NOT A CONTRACTOR · NOT A LAW FIRM · NOT A PUBLIC ADJUSTER

Important Disclaimer

DRAFT FOR ATTORNEY REVIEW

Important Disclaimer: This HomeWise Advocate™ report provides AI-assisted educational information, document summarization, and homeowner decision support. It is not legal advice, licensed public-adjusting service, insurance representation, engineering or architectural advice, a professional inspection, emergency guidance, or a coverage determination. HomeWise does not represent homeowners in insurance claims, negotiate settlements, certify completed work, or guarantee outcomes. AI-generated information may contain errors or omissions. Verify important legal, insurance, safety, technical, and construction matters with the appropriate qualified professional. The homeowner remains responsible for all final decisions.

Homeowner First™. The goal is not conflict. The goal is clarity.