

CASITA Introduces “The CASITA Way,” Bringing More Transparency to San Diego ADU Projects

A homeowner-focused Design. Bid. Build. model built around early cost clarity, competitive builder selection and coordinated construction management.



Carlsbad, California Aug 26, 2026 ([IssueWire.com](https://www.issuewire.com)) - CASITA ADU, a San Diego-based ADU construction management agency, is formally introducing The CASITA Way, the company's approach to guiding homeowners through the accessory dwelling unit process from early planning through construction.

The approach grew from a problem the CASITA team continued to see across ADU projects: homeowners were often navigating designers, engineers, permitting departments, consultants and contractors separately, without one coordinated process helping them understand how all of those pieces affected the project as a whole.

Rather than operating as a traditional general contractor, CASITA developed its model around helping homeowners navigate feasibility, early cost planning, design, permitting, competitive construction bidding, builder selection and construction management under one coordinated process.

"Building an ADU can be one of the largest investments a homeowner makes in their property, but the process can still feel incredibly fragmented," said Winston Bodkin, Chief Operating Officer of CASITA. "We believed homeowners should have more information before making major decisions, better visibility into construction pricing and a team helping them look at the project from the homeowner's perspective."

One of the central elements of The CASITA Way is creating cost awareness early in the process. CASITA provides preliminary cost guidance before construction so homeowners can make design and project decisions with a better understanding of the potential financial impact.

Once a project reaches the construction stage, CASITA coordinates competitive bidding from qualified builders and helps homeowners compare proposals, scope, pricing and overall value before selecting the builder they want to work with.

That process is reflected in the company's philosophy: Design. Bid. Build.

The CASITA Way was not developed as a marketing concept. It evolved through real projects, homeowner feedback, challenges encountered along the way and continued improvements made by the company's team.

"What CASITA has become is very much the result of the people around me," Bodkin said. "Our team challenges ideas, learns from every project and continues looking for ways to make the process clearer and better for the homeowner. The CASITA Way is really the result of that mindset."

As accessory dwelling units continue to play a larger role in California housing, CASITA believes the conversation should include not only how many ADUs are built, but also how homeowners experience the process of creating them.

"Our goal is not simply to complete more projects," Bodkin added. "We want to help raise the standard for how ADUs are planned, priced, bid and managed while giving homeowners greater confidence in the decisions they are making along the way."

CASITA plans to continue refining The CASITA Way as the company grows while maintaining the principles that shaped the approach from the beginning: transparency, informed decision-making, competitive choice and coordinated project management.

About CASITA ADU

CASITA ADU is an ADU-focused construction management agency based in San Diego County. CASITA coordinates accessory dwelling unit projects through feasibility, design, permitting, competitive bidding, builder selection and construction management. Its signature process, The CASITA Way, centers on transparency, early cost awareness, informed decision-making and a coordinated Design. Bid. Build. approach.



Media Contact

CASITA ADU

*****@casitaadu.com

619-891-2065

2100 Palomar Airport Rd

<https://www.casitaadu.com/>

Source : CASITA ADU

[See on IssueWire](#)

