

DOE Zero Energy Ready Home



Zero Energy Ready Homes Leading Builders

Presenter Name

Title

Organization



Leading Builders Series

Background - The History

1992

▶ Greentree Homes



1999



2015



Founded 1992

- Greentree Homes

New Town Builders – Established 1999

- New Urbanist Building Style
- Community Development

Thrive Home Builders – Established 2015

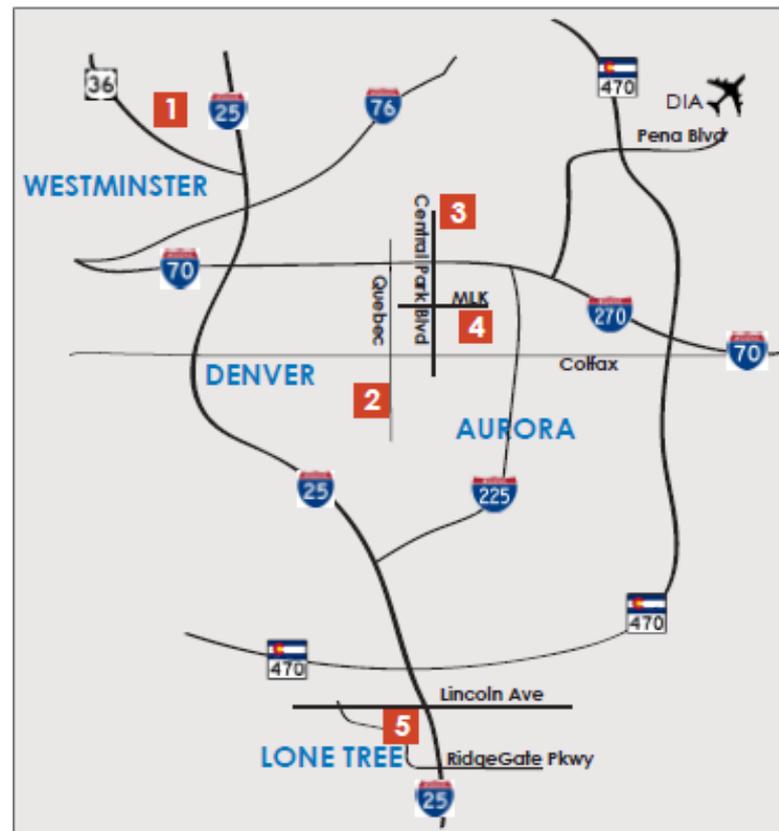
- Mission Driven to be an Innovative Market Leader
- Efficient * Healthy * Local



Background - The History

Denver Based Mid-Sized Home Builder

- National Builder Dominated Market
- Top 20 by sales volume
- 2017 Annual Closings 240



Background - The Product

Multifamily Product - Townhomes

- Stapleton Central Park Rows HERS MID 50s
- Stapleton Bluff Lake Rows HERS MID 50s
- Stapleton Sand Creek Rows HERS MID 40s
- Stapleton Income Qualified HERS MID 30s
- Ridgeway Rows HERS MID 30s
- Optional Zero Energy HERS Below 10



Background - The Product

Single Family Detached

- Solaris III HERS Low 40's
- Vita HERS Low 40's
- Hyland Village
Flatiron and Solaris Series HERS Mid 30's
- Lowry
Courtyard and Parkside HERS Below 10
- ZEN 2.0 HERS Below 10
- Panacea HERS Below 10



Marketing Zero Energy Ready Homes

DOE ZERH Logo

- IAP, Energy Star, LEED
- Sales Collateral
- Jobsite Signage
- Window Clings
- DOE Trifold Brochures
- Website
- Social Media

The collage features several key marketing elements:

- Desktop Browser Window:** Shows a search for "thrive home builders" with a tweet from Thrive Home Builders dated June 15. The tweet text reads: "In a world that is constantly in flux, why not live, breath and thrive through it all." Below the tweet is a website snippet for Thrive Home Builders with the URL www.ThriveHomeBuilders.com and a large image of the Earth.
- Mobile App Interface:** Displays a search for "thrive home builders" with filters and a "Top Tweets" section. It shows two tweets from Joe Phillips: one from @stapleton... dated 5/12/17 about "Panacea" lots, and another from @jpinDenver dated 5/11/17 about a Tesla solar roof on a "Panacea" home.
- Website Snippet:** At the bottom, a portion of the Thrive Home Builders website is visible, featuring the DOE ZERH logo and sections for "QUALIFIED HOMES" and "CERTIFIED HOMES".
- Branding:** The Thrive Home Builders logo is prominently displayed in the bottom right corner of the collage.

Marketing Zero Energy Ready Homes

DOE Housing Innovation Grand Award



Homes that do more.



4X GRAND WINNER
HOUSING INNOVATION AWARD



Building Science Center

- Design and Technology Studio



Thermal Envelope

- Double 2x4 Wall, R-40



Air Sealing

- Energy Complete
- Foam Sealed Rim Joist



IAP Documentation

PAINT
MANUFACTURER
WALLS AND CEILINGS - F
WALLS PAINT UPGRADE
WALLS AT WET AREAS (K
TRIM
TROWEL TEXTURE
PAINTING NOTES



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Hot Water Distribution

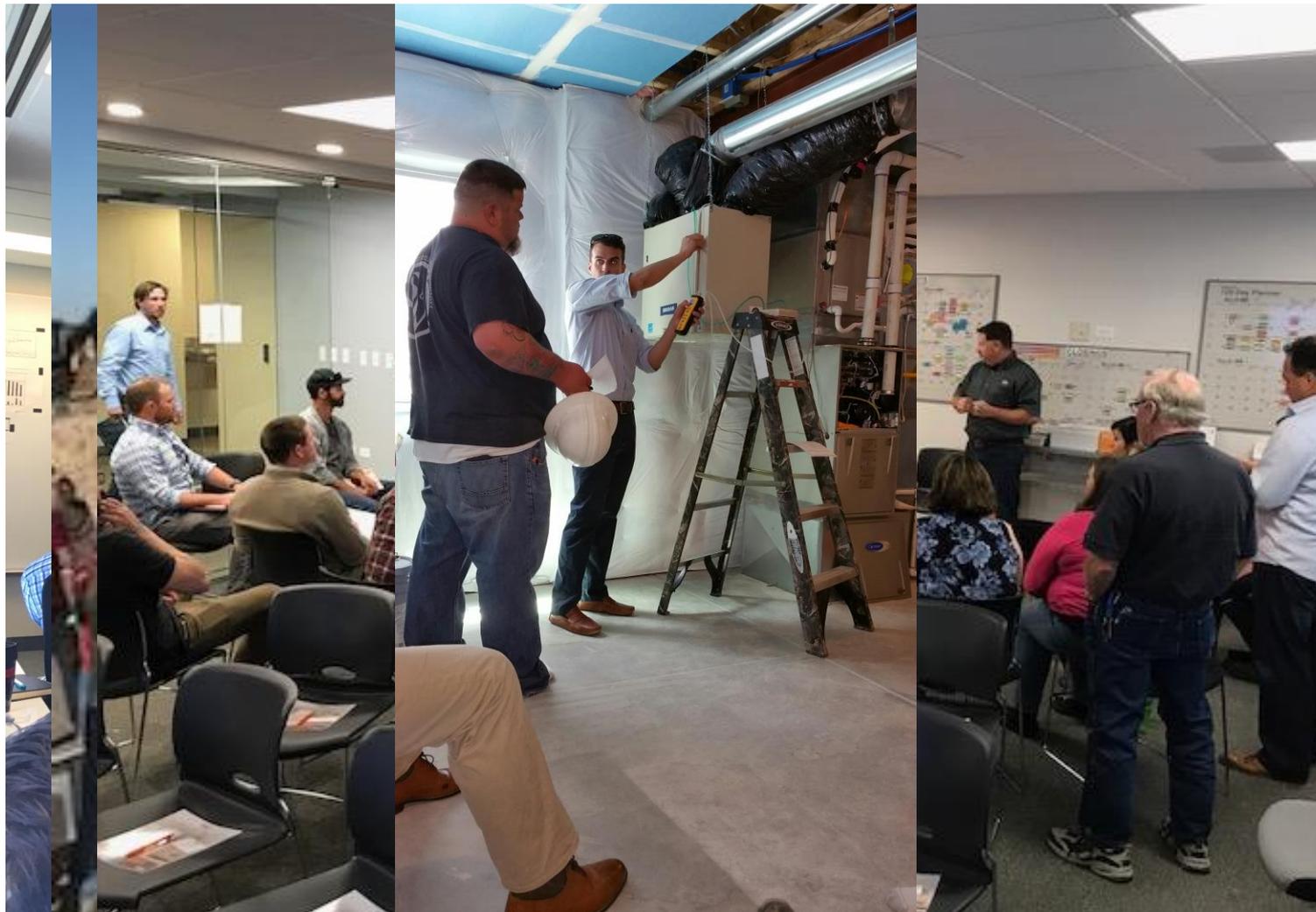


NPE-240A

- 1/2" gas pipe capable up to 24'
- Field convertible gas system
- Ultra condensing efficiency
- Dual stainless steel heat exchangers
- Low NOx emissions (≤ 20ppm)
- SCH 40, 2" venting up to 60'
- Cascading capable



Training



Do We Get Paid for What We Do?

- 2ND Highest Price per sq/ft in our market
- Ratio of Hard Cost to Sales Price
 - National Average 60% of Sales Price = Hard Costs
 - Thrive Average 62% of Sales Price = Hard Costs
- Opportunities For Lots
 - Stapleton – 8 Product Lines
 - Hyland Village
 - Perrins Row Town Homes
 - TIFF
 - Gorilla In Your Space



Meet the Face of
HOUSING INNOVATION

THRIVE HOME BUILDERS

When we think about the home of the future, we think about a home without compromise. That means cutting-edge design, the highest energy efficiency and cleaner indoor air in a home built by Coloradans, for Coloradans.



Do We Get Paid for What We Do?

- Industry Partnerships
 - Owens Corning
 - Tesla
 - Panasonic
 - Leading Builder Allies



Build the Brand

- Don't Compromise
- “Make the brand work for you”



For More Information

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Thank You!



Resources:

www.buildings.energy.gov/zero/

- Take the Tour of Zero
- Become a Partner
- Review ZERH Specs
- Access Tech Training Webinars
- Use the Marketing Toolkit
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Contact:

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