



Hurricane Upgrade Program for Builders



2004 Hurricane Season

The Florida landscape has changed forever after the visits of Charley, Frances, Ivan and Jean



2004 Hurricane Season

But, more importantly for the builder, the mindset of the buyer has also changed....



2004 Hurricane Season

So the questions is: how do you turn a perceived negative into a positive...



After Hurricane Charley



Bob & Sherry Stevens' E-WALL home
Port Charlotte, Florida



Morey's E-WALL home
North Port, Florida

The Solution: The E-Wall





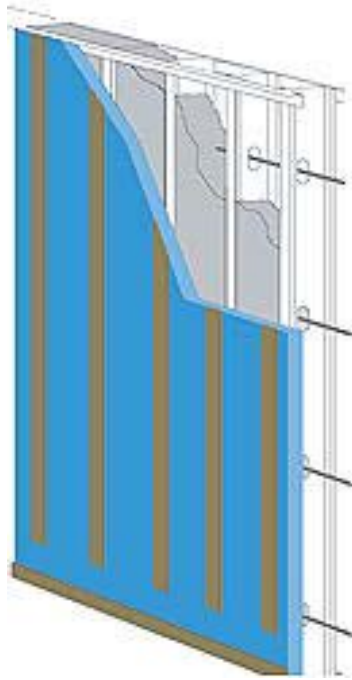
➤ **Withstands 250+ MPH
Wind Speeds**

➤ **Withstands High
Velocity Impact Test**

➤ **Exceeds all structural
loading requirements**

The Solution: The E-Wall





- *Tested to 250+ MPH wind speeds*
- *Mold and Moisture Resistant*
- *Energy Efficient (R14)*
- *Quieter*
- *No Step Cracking*

Poured in Place, Solid Concrete *Wall System*



Hurricane Upgrade Package

Our marketing tests have conclusively proven that given the choice 75% of the Home buyers asked would pay more for a E-Wall home... even in traditionally price competitive markets such as North Port, Sarasota.



Hurricane Upgrade Package

What does this mean for the homeowner....

HOW MUCH WOULD YOU PAY TO PROTECT YOUR FAMILY???

For a home that's HURRICANE RESISTANT, MOLD RESISTANT, ENERGY EFFICIENT, PEST RESISTANT, AND SOUND PROOF????

5%?

10%?

20%?



Hurricane Upgrade Package



**HOW ABOUT
2%!!**



Hurricane Upgrade Package

What does this mean for the builder....

**INCREASE YOUR PROFITS PER HOME BY
10%**

Typical 2,500 sq ft home

Avg. Sales Price \$350,000

Avg. Additional Cost for the E-Wall \$3,500

Upgrade Price to the Home Owner \$7,000

Additional Profits to the Builder- \$3,500 @ 100 units = \$350,000

\$3,500 @ 200 units= \$700,000



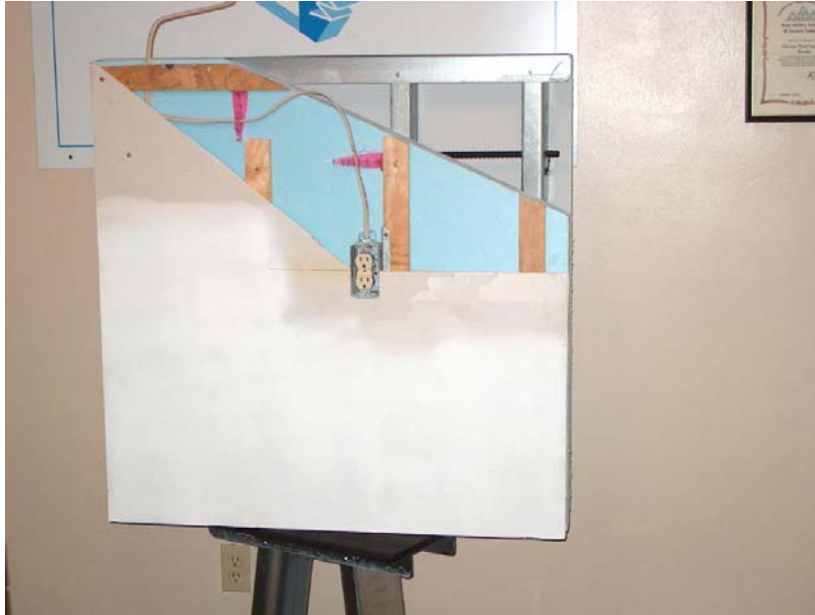
Hurricane Upgrade Package



We can offer the E-Wall as part of your Model Home Program



Hurricane Upgrade Package



Model Display program and Sales person training provided



Hurricane Upgrade Package



TOTAL TRADE INTEGRATION



Hurricane Upgrade Package



Can be adapted to any plans



The E-Wall

Award Winning Design



In the year 2000, PATH-CORP awarded a grant of \$200,000 to further develop the E-Wall system for, “...the purpose of improving the quality, affordability, durability, energy efficiency, and environmental performance of the home.”

National Institute of Standards and Technology

PATH-CORP, is a joint venture between The Department of Housing and Urban Development, And the U.S. Department of Commerce. Administered by the National Institute of Standards and Technology



The E-Wall

Manatee Chamber of Commerce's Economic Development Council

2003 Industry of the Year
2004 Industry of the Year

FINALIST



The E-Wall



The Solution to Florida Living

CALL US at 1-888-329-2705

