



# 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





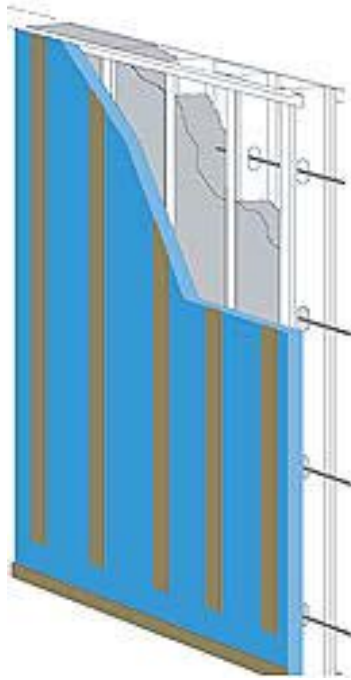
➤ **Withstands 250+ MPH  
Wind Speeds**

➤ **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



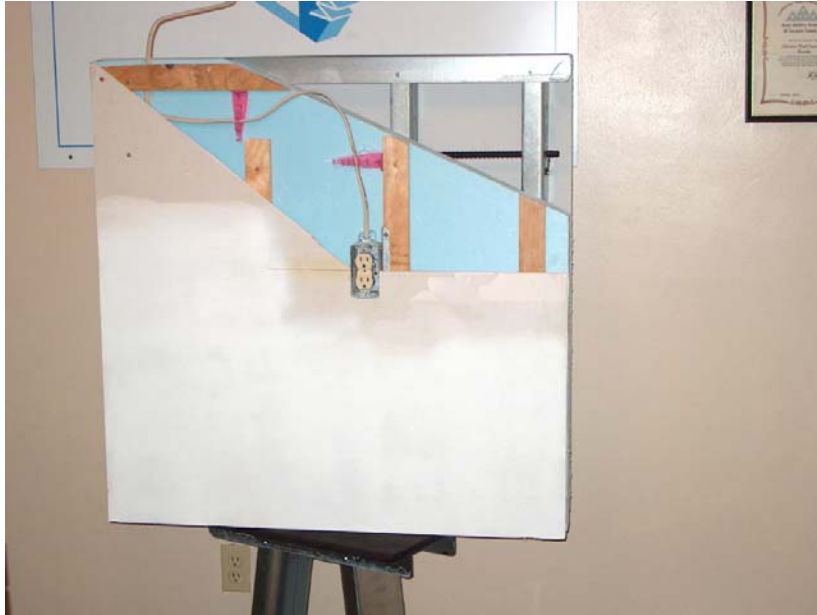
# Hurricane Upgrade Package



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***

