



PechaKucha

Healthy Homes for All

**Nathan Kahre
Thrive Home Builders**

Overview

- Thrive Home Builders
- Founded in 1992
- Based in Denver, Colorado
- 250+ closings expected in 2018
 - Mix of townhomes and single family
- Brand Platform:
 - Efficient
 - Healthy
 - Local



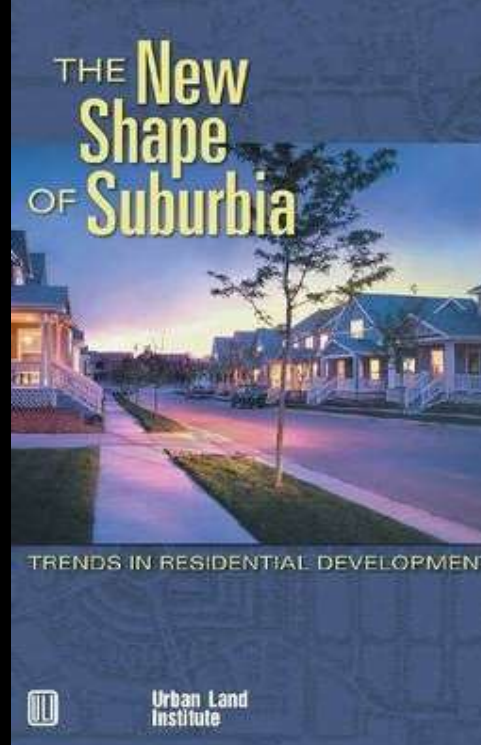
What's our DNA?



- Our business was founded on efficiency and sustainability
 - “Eco-Built”:
Guaranteed Annual Heating Bill in the early '90s
 - Solar standard communities in 2009
 - Net Zero option in 2011, standard in

What's our DNA?

- New Urbanism, traditional neighborhood design
- Alleys/porches
- Density!
- Small private builder in a sea of big publics



Brand Building Validation

ZERO ENERGY READY HOME

YOUR HOME WAS DESIGNED, ENGINEERED, AND CONSTRUCTED IN COMPLIANCE TO U.S. DEPARTMENT OF ENERGY (DOE) BUILDINGS FOR 20% APPROXIMATE LEVELS OF EXCELLENCE AND QUALITY.

ENERGY STAR

This home built at 3579 Chester St, Denver, CO 80238 was verified by Aeryn Jackson

THIS HOME MEETS OR EXCEEDS THE MINIMUM ENERGY STAR FOR POLYMERIZED USE Green Energy Ready Home Quality Management Guidelines.

ADK/Star - Required for Energy Analysis and Rating Software v.11.4

Star Program, U.S. Department of Energy

Indoor airPLUS Qualified Home

This home built at 3579 Chester St, Denver, CO 80238 was verified by Aeryn Jackson

to meet Indoor airPLUS construction specifications as established by the U.S. Environmental Protection Agency.

Indoor airPLUS qualified homes are designed to contribute to improved indoor air quality.

08/21/18

Indoor

- Mold
- Radon
- Pest
- EMF and /
- Safe
- Heat

ENERGY STAR CERTIFIED NEW HOME

ENERGY STAR

Quality System: Standard Home Builders
Project: EarthSource
Home Address: 3579 Chester St, Denver, CO 80238

Rating Company: EnergyLogic, Inc.
Home Identification Number: 188333
Rating Date: 08/21/18
Version: 3.0

Standard Features of an ENERGY STAR Certified New Home

Thermal Envelope System
Insulation: R-19 minimum in exterior walls, R-30 minimum in roof/ceiling, R-5 minimum in floor joists, and R-10 minimum in basement walls.

Water Management System
Waterproofing: All exterior walls, foundation walls, and floors below grade are waterproofed.

Energy Efficient Lighting and Appliances
Lighting: All interior lighting is LED.

ENERGY STAR

YOU ARE WHAT YOU

Breathe.

WE BUILD HOMES FOR PEOPLE WHO WANT TO LIVE BETTER. WE BUILD HOMES FOR PEOPLE WHO WANT TO LIVE BETTER. WE BUILD HOMES FOR PEOPLE WHO WANT TO LIVE BETTER.

THRIVE HOME BUILDERS

THRIVE HOME BUILDERS

RECOMMENDED BY STARPLETON | LOWRY | LONG TREE

Eco-luxury.

LOWRY. WE WANT YOU TO SEE.

ZERO ENERGY. SOLAR POWER. HEALTHIER INDOOR AIR.

HIGH-END WITH A SMALL FOOTPRINT

PANACEA COLLECTION at STARPLETON

Luxurious Design, Healthier Indoor Air and Zero Energy Performance.

Living efficiently doesn't mean giving up luxury. In fact, we think they go hand in hand.

PRE-MODEL PRICING FOR A LIMITED TIME

THRIVE HOME BUILDERS

THRIVE HOME BUILDERS

Panacea Collection
Eco-Luxury from the mid 1800's
303.663.6100
ThriveHomeBuilders.com

Brand Building Validation

- 9x DOE Grand Award for Innovation
- 2015 Best in Green Home Design, The Nationals
- 2015 IBS Best In Green Award
- 5x Energy Star Market Leader Award
- 3x EPA Indoor airPLUS Leader award
- 2018 Builder of the Year: Professional



Communicating the Brand Value



From Science Fair Project to Emotional Connection

Our Purpose

To set a new standard for how home improves life.

- Build the most efficient and healthy home we can
- Make it available to the average home buyer



Our Strategy?

Be the builder of choice among our trades, associates, partners, developers and cities

- Build using readily available products and familiar techniques
 - Trade Relationships
 - Municipality Buy In
 - Design Ease
 - Risk Mitigation





Our Product Types

- Single Family
 - Solaris III
 - ZEN 2.0
 - Vita
 - Panacea
 - Hyland Village
- Multifamily
 - 3-Story
 - 2-story
 - Income-qualified

Base price range: Low \$200s to high \$800s

Thrive Levels of Indoor Air Quality

- 3 Distinct Specification Levels
- Provide a Healthy Home at all price points
- Begins with Indoor airPLUS



IAQ LEVELS

LEVEL 1

- Indoor airPLUS + Active Radon Mitigation & AirRenew Drywall

LEVEL 2

- LEVEL 1 + ERV

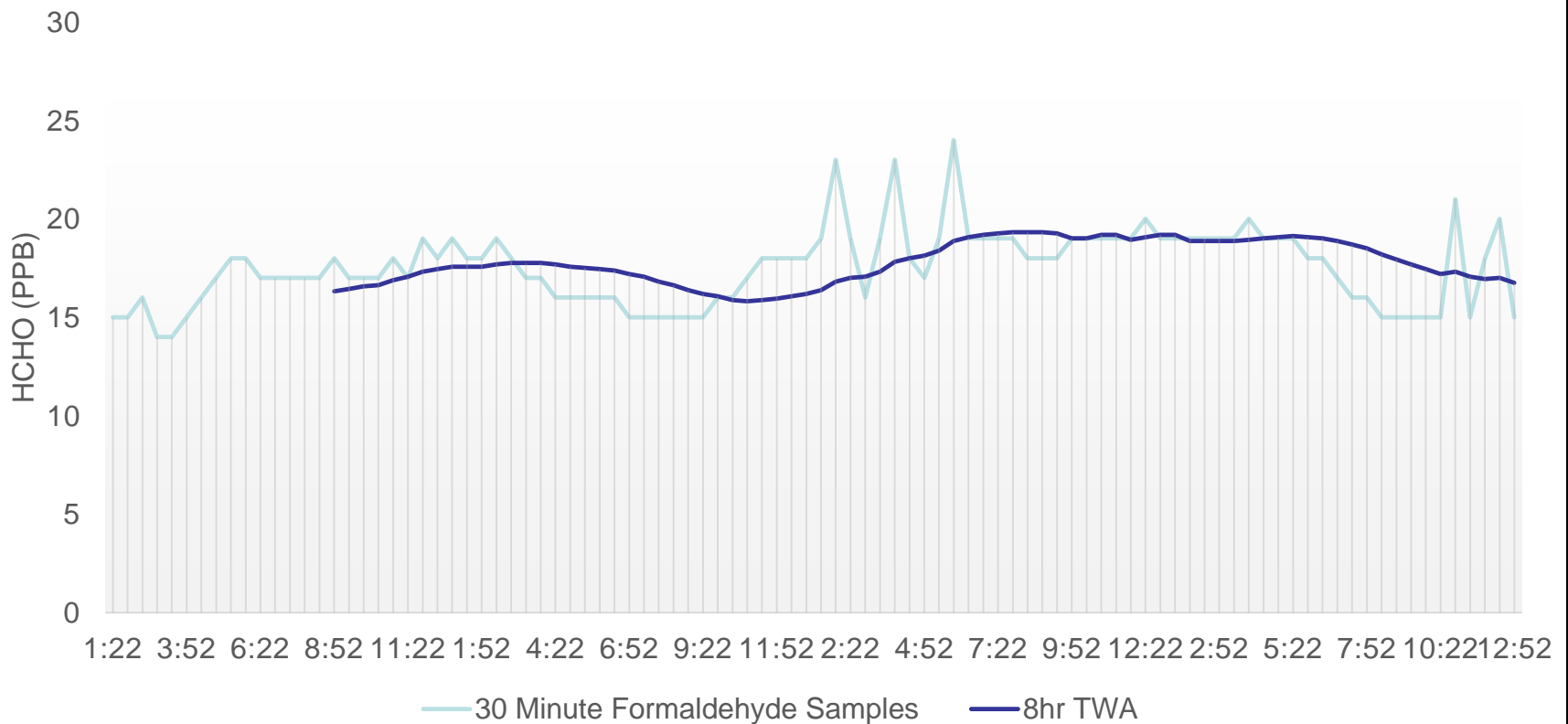
LEVEL 3

- LEVEL 2 + Enhanced Low/Zero VOC Finishes



Air Renew Drywall – Does it work?

Solaris III 48 hr Formaldehyde Sample (8/7-8/9)



Selling a Healthy Home

Use the emotional appeal to start the conversation

Try to find non-organic baby food



2018 IAP Leader Award Winners

Vita

- Single Family Detached
- \$605,000



Elements

- Townhome
- \$215,000



Award Winners A Comparison

Building Envelope

- Vita
 - Double 2x4 Wall R-40
 - Low E Windows U.25
 - R-50 Attic
- Elements
 - Double Wall with 2x6 Exterior R-40
 - Low E Windows U.30
 - R-50



Award Winners

A Comparison

Air Tightness

- Vita
 - Drywall Air barrier with OC Energy Complete
 - Closed Cell Rims
 - ACH = 2.47
- Elements
 - Drywall Air barrier with OC Energy Complete
 - Open Cell Rims
 - ACH = 3.2



Award Winners

A Comparison

Ventilation and Filtration

- Vita
 - ERV
 - MERV 13
- Elements
 - Continuous Exhaust
 - MERV 8



What's Next at Thrive?

Affordability is an Issue in Denver

- Labor and Material
- Land
- Fees

How do we maintain the Thrive Brand and deliver an attainable home?



Elements Will Lead the Way

- Thrive Code Minimum
 - DOE Zero Energy Home
 - EPA Indoor Air Plus
 - Energy Star
 - LEED for Homes
- Do not dilute the Thrive Brand
 - Deliver affordability, efficiency and health



IAQ Goals

Smarter Ventilation

Increased
Homeowner
Education

Increased QA for
Indoor airPLUS
requirements

