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
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 Builder
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 • Multifamily
  – Solaris III
  – ZEN 2.0
  – Vita
  – Panacea
  – Hyland Village

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