Zero Energy Now

Our Journey to Production-built Zero Energy Homes

Zero Energy Ready Home Training
February 9, 2017
Gene Myers, CEO
Thrive Home Builders

Founded 1992
Denver Based Niche Home Builder

- 193 closings in 2016
- National builder dominated market
- Efficient, Healthy and Local
Thrive Home Builders

New Urbanist Builder
“For Sale” Affordable Housing

ULI Cover Project The New Shape of Suburbia
ULI Top X Affordable Communities in America
PCBC Gold Nugget Award, Best in the West
Thrive Home Builders

Green Building

- 2012, 2013, 2014 and 2016 Green Home of the Year, Denver HBA
- 2014 Green Home of the Year: Green Builder Magazine
- 2015 Best in Green, International Builders Show
- 2016 Builder of the Year, Green Home Builder Magazine
Thrive Home Builders

Pioneering efforts in the sales and marketing of Zero Energy

The Power of ZERO is the new standard in every Z.E.N. Home.

Which means more comfort and more savings for your family.
Thrive Home Builders

ZERO ENERGY
Grand Winner 2013, 2014, 2015 and 2016: Housing Innovation Award, Department of Energy
Current Product Lines

**Single Family**
- Solaris III
- Vita
- Z.E.N. 2.0
- Panacea

**3-Story Townhomes**
- Conservatory Green
- RidgeGate

**2-Story Townhomes**
- RidgeGate
Solaris Single Family

Solaris Single Family at Stapleton
- 1,837 sf to 2,241 sf
- Base prices $419,900 to $464,900
- 2009
  - Standard Solar
  - Energy Star
  - Standard HERS 40-48 with 2.5 kW PV
- 2011
  - Zero Energy Option HERS <10 with about 10kW PV
Solaris Innovations

Market firsts:

- Standard solar
- Build with local beetle-kill lumber
- Zero energy option
- DOE Zero Energy Ready
- Learning how to sell it
- DOE Grand Winner Housing Innovation 2013
Z.E.N. Single Family

Zero Energy from a clean sheet of paper

2013

- 1,878 sf to 2,115 sf
- Base prices $472,900 to $491,900
- Developed with software from ORNL, Passive House, NREL, HERS
- HERS <10 with 7-8kW PV
- Three two-story single family floor plans with basements
Z.E.N. Innovations

Market firsts:

• HERS 40 without Solar
• Our partnership with Owens Corning
• Zero Energy as a standard feature
• DOE Zero Energy Ready Home
• DOE Grand Winner Housing Innovation 2014
Perrins Row Townhomes

Our first generation of DOE ZERH Townhomes

- 3 three-story floor plans
- 1187 sf to 1633 sf
- Base prices $260,000 to $370,000
- Standard HERS 24-31 with 3 kW PV
Perrins Row Innovations

Townhomes are a particular challenge
- Solar lease
  - Prepaid lease
  - Zero-down lease
- Party wall enhancement
- City involvement
- DOE Grand Winner Housing Innovation 2015
RidgeGate Townhomes

Our first generation of Zero Energy Townhomes

- 2 and 3 three-story floor plans
- 1226 sf to 1878 sf
- Base prices $327,000 to $456,000
- Standard HERS 24-31 with 3 kW PV
- Optional Zero Energy with 5 kW PV
RidgeGate Innovations

Getting to Zero in the Suburbs

- Staggered stud double 2x4 wall
- Our first location in the suburbs
- Our first target of aging boomer buyers
- DOE Grand Winner Housing Innovation 2016
How We Sell Zero: Meeting the challenge of evolving homebuyer demands

Our home buyer is a 35 year old woman who drives a Prius, shops at Whole Foods and has “Boulder-like” tendencies.

“The green consumer revolution has been led by women aged between 30 and 49 with children and better-than-average education. They are motivated by a desire to keep their loved ones free from harm and to secure their future.”

Your home should help pay your energy bill.

Ours does.

New Town Builders is now Thrive Home Builders.

Why settle for a little energy efficiency when you can have so much more? We build homes that help pay their own energy bills and reduce your impact on the environment. Plus, we’re the only builder that offers a series of homes that generate all the energy you need, right on the rooftop. Why do we do it? Because your home should do more.

Homes that do more.
Your home should make you healthier.

Ours does.

New Town Builders is now Thrive Home Builders.
Beautiful, thoughtful designs and the highest energy efficiency are what we’ve been known for. But we’re changing our name to reflect a new, innovative focus; new homes that can be a healthier place for your family to live. We build healthy homes that improve well-being and help families thrive. Why do we do it? Because your home should do more.

Homes that do more.
Your home should be built by your neighbors. Ours are.

New Town Builders is now Thrive Home Builders. We build houses we’d want to live in – because we do. We’ve been building in Stapleton since the beginning, and we know how to integrate beautiful design and building science to create homes that add lasting value for their owners and for the community. Why do we do it? Because your home should do more.

Homes that do more.
Your home should help you thrive.

Ours does!

New Town Builders is now Thrive Home Builders.

Thrive is about making your home do more for you. Like making you healthier. We have partnered with the US Environmental Protection Agency’s Indoor Air Plus program, which means our homes minimize harmful chemicals and get constant filtered fresh air. Or making you wealthier. Our energy-efficient homes help pay for themselves, and they are built to standards that far exceed today’s building codes, so they won’t be obsolete when it’s time to re-sell.

All from a local builder who cares about creating homes that are of lasting value for you and your community.

Homes that do more.
Speaking In Our Home Buyers’ Language: How We Sell Zero Energy Ready

LEARN MORE AT: buildings.energy.gov/zero
Speaking In Our Home Buyers’ Language: How We Sell Zero Energy Ready

The Power of An Amazing Industry Partnership
How We Sell Zero Energy

THE POWER OF
ZERO ENERGY EXPENSES

PITI + E = Principal, Interest, Taxes, Insurance + Energy

TYPICAL RESALE HOME
HERS 130
Purchase Price: $402,000
Energy Costs $260
- Insurance $75
- Taxes $305
- Principal and Interest* $1632

Total Monthly Payments $2,272

You can pay $50,000 more for a Z.E.N. home, and still have the same monthly payments.

TYPICAL STAPLETON HOME
HERS 70
Purchase Price: $419,000
Energy Costs $150
- Insurance $75
- Taxes $354
- Principal and Interest* $1,698

Total Monthly Payments $2,277

NEW TOWN Z.E.N. HOME
HERS 0
Purchase Price: $454,900
Energy Costs $75
- Insurance $75
- Taxes $354
- Principal and Interest* $1,844

Total Monthly Payments $2,273

*Based on a 30 year, 4.5% interest rate fixed first mortgage for 80% loan.
Zero Energy homes are defined as homes that achieve a HERS index of 0 or lower. The energy used in a home can vary greatly depending on the behavior of its occupants. Solar customers and Z.E.N. Home owners are not completely exempt from taxes charged to all electricity customers, even when you produce more electricity than you use. Price, features, specifications, availability and other terms and conditions are subject to change without notice.
Take-Aways

Don’t go it alone

• Industry partnerships
• Third party programs

Designing it: Evolution vs. Clean Slate

• We learned in an incremental way, starting with Energy Star
• Then we had the confidence to start from scratch

Building it: Build your team first

• Innovation is hard. You need a team that wants it.

Selling it

• Third-party credibility is essential