

**RIGHT HOME Co.**  
<https://www.righthomecompany.com/>



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**Right sized and SMART**  
*Who we are*




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**Right sized and SMART**  
*Where did we come from?*

Some of us have been lucky enough to be involved with and taught, and written about this industry since 1970; another an engineer & plant manager with major national home builders; our local classical expert highly experienced designer; and another member with small southern MI development experience;

We have been associated with, selling and managing projects in this industry for almost 5 decades which has led us to believe that **PRE-FABRICATED COMPONENTS, SYSTEM BUILDING including SIPs** offers a sustainable, competitive, alternative to our present conventional custom home construction methodology.

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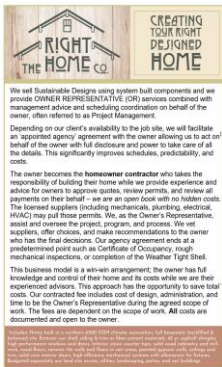
### What do we do for our customers?

- We are the Owner's Representative, provide design & project mgmt.
- Focus on smaller, high performance, sustainable, proven Bungalow, ARTS & CRAFTS designs that are **NET ZERO ENERGY READY**
- Promote a design-build AND EARLY BUILD BUDGET approach
- Develop the customer's team, act as 'OWNER'S REPRESENTATIVE'
- Owner/Customer has full knowledge and control of their project
- Provide a proven, vetted, team of Dedicated Supplier Partners to the project

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### How we Do It

Insurance Institute for Business & Home Safety (IBHS)



- ✓ **Stronger and Safer:** "Fortified" certification by IBHS;

Healthier: "Health House" certification by the ALA;



American Lung Association (ALA)



- ✓ **Energy Efficient:** Energy Star certification by EPA;



- ✓ **Green:** Less energy in construction and operation, less pollution, less waste, less old growth lumber



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**RIGHT HOME's design approach includes specifying NET ZERO energy READY plans & specs**  
The idea is simple

### EVOLUTIONARY



Imagine a YETI® cooler w/PV's on the lid  
**SYSTEM BUILT and SIPs**

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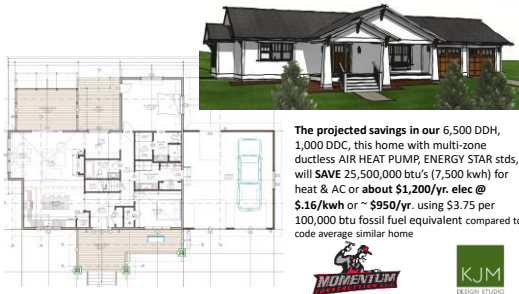
## DEDICATED SUPPLIER PARTNERS



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## RIGHT HOME Co. a Classic 1617 sf Midwestern Craftsman Ranch design



The projected savings in our 6,500 DDH, 1,000 DDC, this home with multi-zone ductless AIR HEAT PUMP, ENERGY STAR stds, will SAVE 25,500,000 btu's (7,500 kwh) for heat & AC or about \$1,200/yr. elec @ \$.16/kwh or ~ \$950/yr. using \$3.75 per 100,000 btu fossil fuel equivalent compared to code average similar home

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Our TECUMSEH

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## Does a RIGHT HOME cost more?

A look at **our normally specified home** ownership costs and financing

- An EXAMPLE; use a Mid Southern MI building site, CZ 5
  - 6500 DDH and 1000 DDC
- Cost to build 2x conventional cumbersome to code 2000 sf house @ \$180/sf ~\$360,000 with energy costs ~\$4,800./yr
- Cost to build a right sized better design, 1800 sf 'normal' RHC home @ \$200/sf ~\$360,000 with energy costs ~\$3,300./yr
  - Energy savings from increased specifications such as:
    - ENERGY STAR rated equipment and appliances, use of 'heat pump' technologies such as multi zone-ductless-air heat pump heating & cooling system
    - Higher R-value SIP insulation, HERS ratings in the 40's, tighter building ~<4 ACH 50
  - Did not spend more or finance more to build home
  - NET is an **immediate** positive cash flow to the owner of ~\$1,500.
    - Put that in your pocket and spend it.... Owner spent NO ADDITIONAL money to save HUGE energy costs
    - This example is fall of 2019

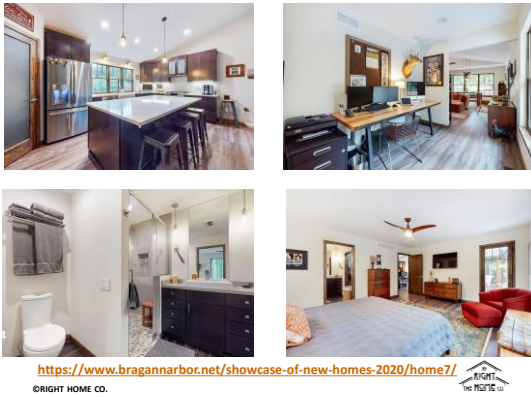
**The Answer is an overwhelming NO**

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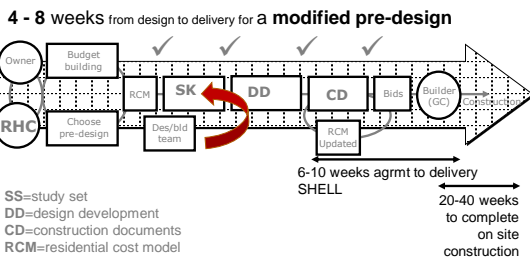
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## PROJECT SCHEDULE

How Long will it take: **PRE-DESIGN**



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## Modify Pre-design or Custom design

- Custom design at a pre-design cost and they come with PM services as agreed giving customer peace of mind
- Work with GC or Owner builder (contractor) or a hybrid approach



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CREATING YOUR RIGHT DESIGNED HOME

Default specifications include – an NZR home built in a northern Climate Zone 5 (CZ5) of 6500 DDH & 1000 DDC climate • full pre-cast advanced basement foundation system • backfilled and balanced site • engineered floor system materials • HIGH PERFORMANCE SIP SHELL • low maintenance composite siding & trim materials • 45 yr. asphalt shingles • high performance triple glazed & low E windows • quartz counter tops • solid wood cabinetry and millwork • wood floors, ceramic tile walls and floors in wet areas • painted gypsum walls, ceilings and trim • high performance HVAC including Ductless Air Heat Pump MULTI ZONE for heating with an HSPF rating >10 and cooling with a SEER rating >21, ENERGY STAR plumbing & electrical systems and components with allowances for fixtures. We specify and design to HERS ratings <40 and <4 ACH 50. Budgeted separately are land, site access, utilities, out buildings, landscaping, design, management fees, engineering, permits, HOA requirements, etc.

**DEFAULT CONSTRUCTION SPECIFICATIONS**

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## RIGHT HOME Co. HIGH-PERFORMANCE, SPECS



EPS SIPs



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## Being a consultative sales professional

Building components are made OFF SITE and installed **ON SITE** saving time & money; pre-cast foundation, pre-assembled framing systems and pre-fabricated SIPs

<https://youtu.be/4K8U4VZFBd0>



SHELL installed in days not weeks and no waste, saves costs

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<https://youtu.be/X10ozdecfps>



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## Does a RIGHT HOME cost more?

A look at ownership costs and financing

- Assume unlikely **one time** additional \$10,000 in construction costs to meet high performance standards
  - Cost of ownership savings is \$950
    - Energy savings fuel equivalent of \$3.75/100,000 btus
  - **IF** there is a \$10,000 cost of additional construction
    - Additional monthly mortgage expense might be \$54.
    - Additional annual financing expense might be \$650.
  - **NET** is an **immediate** positive cash flow to the owner of \$300.
    - Put that in your pocket and spend it.... A 40% ROI for the owner!!!

5% - 30 fixed mortgage costs \$5.37 per \$1,000 PRINCIPAL borrowed

**The Answer is NO**

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### Summary and Q&A

- RIGHT HOME CO. provides design, PM, and dedicated suppliers
  - Provide our **vettid builders and GCs with 'ready to build' pre-qualified homes**
- SIPs are a pre-fabricated structural system that is sustainable and energy efficient
- SYSTEM BUILDING offers construction components that are RTA
  - Higher standards, more accurate simplified construction
- BENEFITS to consumers include finish options, low cost of ownership, healthy, maintenance free, long lasting homes
  - Highly filtered HRV &
- FEATURES to the industry include fewer laborers, less time, less lumber, less waste, better quality, fewer call-backs, and satisfied homeowners

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Thank You

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