

# Benefits

When working with Blu, you benefit from our brand, product, technology and processes.

## Timing and Savings

- ▶ Blu's factory-controlled production takes just 6-8 weeks—with permitting completed in the factory; total project completion in just 5-9 months.
- ▶ Predictable—thanks to faster process and transparent costs.
- ▶ Complete more projects per year with less strain on your time and budget.
- ▶ Dramatically reduce carrying costs due to our faster build process.
- ▶ Potential for cost savings for volume projects when 5-10 Blu units are ordered at one time.

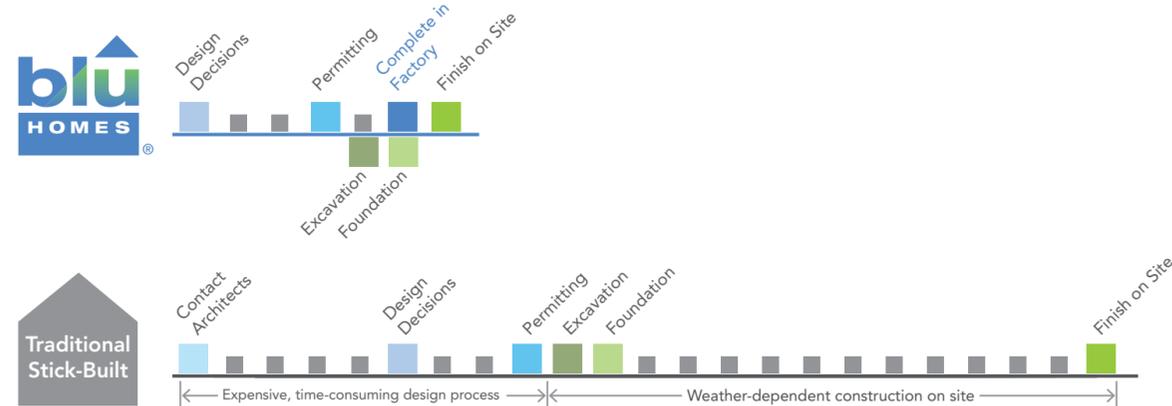
## Energy Efficiency

- ▶ Blu Homes are approximately 40% more efficient than the average home.
- ▶ Energy efficient homes have lower maintenance costs making them more attractive to a potential buyer.
- ▶ A University of California study found that homes with green certification sold for 9% more than comparable homes and were on the market for a shorter period of time.

## Marketing

Benefit from Blu's strong, nationally recognized brand that includes:

- ▶ A database of 30,000 leads in our top markets.
- ▶ 100,000 unique web visits per month.
- ▶ PR and media coverage in major publications across the country.
- ▶ 8 home models with proven popularity as well as garages and accessory dwellings.



## Technology Resources

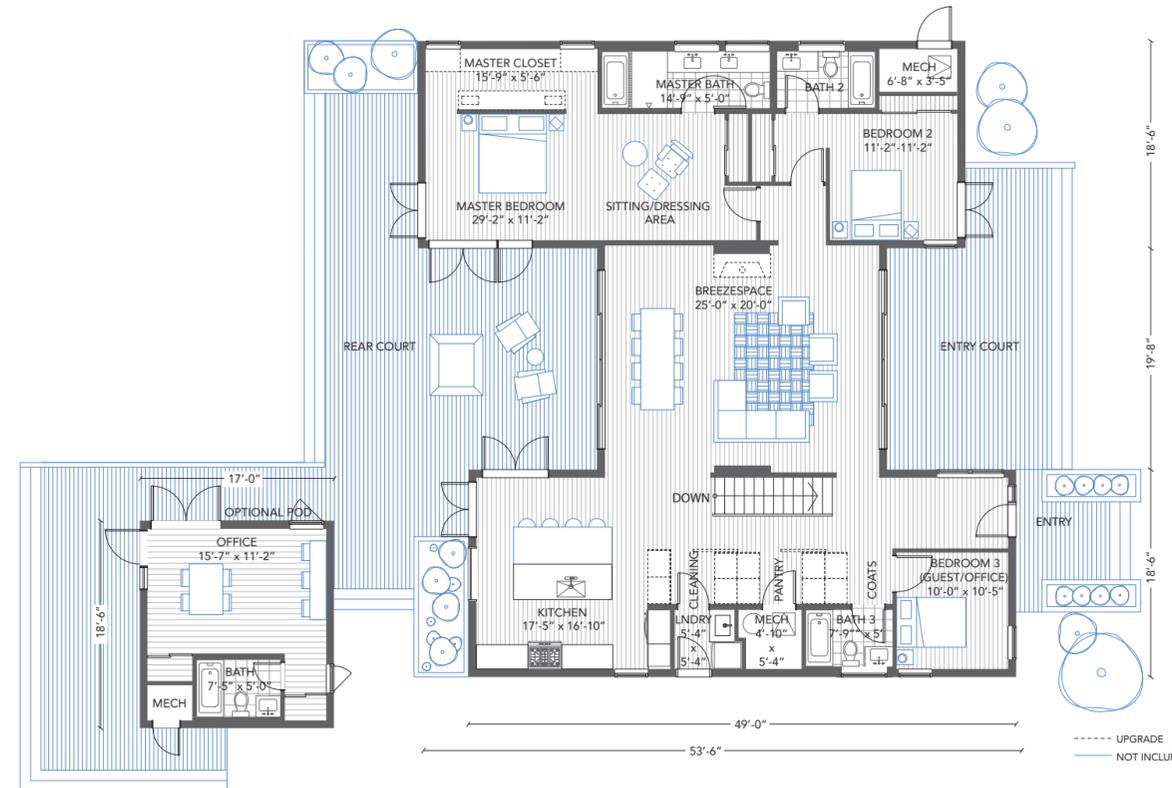
- ▶ Blu's proprietary 3-D design technology allows customers to determine their floor plan, options and upgrades all while taking a 3-D walkthrough tour.
- ▶ Customers can view real-time pricing for all of their selections.
- ▶ Site design techniques allow customers to envision their home on their specific site using Google Earth.

## Quality Homes

Our homes command a premium because of their impeccable construction quality standards, high-end specifications, iconic modern design and their focus on healthy and environmentally-friendly features.

A Blu Home is comparable to an architect-designed, custom home but without the hassle and unpredictability.

SAMPLE BREEZEHOUSE FLOORPLAN



# Blu Homes



**Blu | Sidebreeze™**  
 BEDROOMS: 3-4  
 BATHS: 2.5-3  
 SQUARE FOOTAGE: 2,602  
 CEILING HEIGHT: Up to 12'-10"  
 PRICE: \$590,000+  
 \$625,000+ in CA & Canada



**Blu | Breezehouse®**  
 BEDROOMS: 3-4  
 BATHS: 3  
 SQUARE FOOTAGE: 2,316  
 CEILING HEIGHT: Up to 14'  
 PRICE: \$540,000+  
 \$585,000+ in CA & Canada



**Blu | Glidehouse®**  
 BEDROOMS: 2  
 BATHS: 2  
 SQUARE FOOTAGE: 1,776  
 CEILING HEIGHT: Up to 13'-9"  
 PRICE: \$395,000+  
 \$445,000+ in CA & Canada



**Blu | Lofthouse®**  
 BEDROOMS: 2-4  
 BATHS: 3  
 SQUARE FOOTAGE: 1,816  
 CEILING HEIGHT: Up to 17'-6"  
 PRICE: \$370,000+  
 \$405,000+ in CA & Canada



**Blu | Evolution™**  
 BEDROOMS: 3-4  
 BATHS: 2  
 SQUARE FOOTAGE: 1,579  
 CEILING HEIGHT: Up to 10'-9"  
 PRICE: \$310,000+  
 \$340,000+ in CA & Canada



**Blu | Balance™**  
 BEDROOMS: 3  
 BATHS: 2  
 SQUARE FOOTAGE: 1,772  
 CEILING HEIGHT: Up to 16'  
 PRICE: \$335,000+  
 \$365,000+ in CA & Canada



**Blu | Element®**  
 BEDROOMS: 1-3  
 BATHS: 1-1.5  
 SQUARE FOOTAGE: 1,002  
 CEILING HEIGHT: Up to 12'  
 PRICE: \$170,000+  
 \$185,000+ in CA & Canada



**Blu | Origin™**  
 BEDROOMS: Up to 2  
 BATHS: 1  
 SQUARE FOOTAGE: 904  
 CEILING HEIGHT: Up to 9'  
 PRICE: \$130,000+  
 \$145,000+ in CA & Canada



**Blu | Pod**  
 BEDROOMS: 1-2  
 BATHS: 1  
 MODELS: 17', 25'  
 CEILING HEIGHT:  
 PRICE: \$110,000+  
 \$120,000+ in CA & Canada



**Blu | Garage**  
 CARS: 2 cars + storage  
 MODELS:  
 L-Series | W-Series | S-Series | Carport  
 FOOTPRINT:  
 22' x 26' | 26' x 22' | 24'-6" x 24'  
 PRICE: \$35,500+  
 \$39,000+ in CA & Canada

Prices in USD

## Blu's Developer Clientele

- ▶ **Single family infill builders** doing spec projects who want a simpler process and proven market demand.
- ▶ **Community developers** using a model home to presell their lots and capitalize on the strength of Blu's brand and marketing organization.
- ▶ **Resort developers** looking to sell or rent a beautiful green product that adds to their community vision and appeal.
- ▶ **Institutions** looking for a product that serves their organizations with a quick build time, stylish product, and durability. They save on operating costs and show their commitment to sustainability.



No matter how you decide to work with Blu Homes you will benefit from incredible technology, popular product lines, customer-controlled 3D design tools and marketing and public relations resources.

## Blu's Developer Options

### Purchase a Model Home

Our recommended approach brings your development to life with a home that prospects can visit and experience. You benefit even more from the strength of Blu's sales and marketing teams, which will drive interest from our database of over 30,000 prospects.

#### Your model home purchase includes:

- ▶ Site layout for the project.
- ▶ Project renderings to promote your development.
- ▶ Dedicated page on Blu Homes' website.
- ▶ Inclusion on the Featured Developments page of Blu Homes' website—approximately 100,000 unique visitors per month.
- ▶ Communication about your project(s) to our growing database of prospects.
- ▶ Full support from the Blu Homes sales and operations team for the duration of your project.

### Developer Marketing Package

If this is not the right time for a model home you can still benefit from our expertise and design. For a modest investment, we offer design service packages to help you meet the goals of your development.

#### Our team can assist you with:

- ▶ Conceptual development planning to help you visualize how Blu benefits your project.
- ▶ Conceptual plans to help investors reach a level of comfort with the Blu product offering as the right choice for your model.
- ▶ Marketing packages for a particular lot or development of Blu Homes—ideal to pre-sell or market to investors.
- ▶ Featuring your project on our website.

## Developer Approaches from Coast to Coast

### Columbia County, New York

Blu partnered with a developer committed to providing an escape from the rush of New York City in the form of eleven lots on 200 acres overlooking the Hudson River Valley. His intent was to develop the land in a responsible way and Blu Homes was the perfect solution to bring his vision to life.

Blu worked with the landowner to design a beautiful model Breezehouse, as well as create schematic plans for each of the other lots to take full advantage of the land and views. Even before the model was built, New York City buyers were clamoring to see the homesites and find the perfect place to build their Blu Home. Potential customers as far away as Washington D.C. have traveled to see this.

*"It was always my intent and my dream, really, to develop the land and to do it in a really responsible way. I think Blu homes belong in this area. The more I learned about Blu, the more I thought that they were a fit. Their approach is my approach; their sensibility is my sensibility."*

—Neil Costa, land developer



### Sonoma County, California

A longtime builder and developer in Sonoma County recognized Blu's in-demand products and built a Glidehouse and a Breezehouse on neighboring lots in Healdsburg, California. Their entire project turnaround exceeded their expectations. The Glidehouse received an offer at 33% over the total project costs just two weeks after the set and before much of the extensive decking and site work was completed. The Breezehouse model was selected to be Sunset Magazine's 2012 Idea House and Blu had over 9,000 in-person visits to the home in August and September 2012. The developer is expecting offers at over 28% of total projects costs when the show period ends.

*"Developing is a risk. So, the quicker you can turn something around, the better you know the market, the happier you're going to be. With Blu, your dollars are working for you the whole time. And the price is right."*

—Rosemary Wardell, builder and developer



## Partnering with Developers

Blu Homes' technology, paired with design and construction expertise, allows you to quickly and efficiently develop your land, mitigate risk and maximize profit. Let us create a tailored program for your property—whether a few lots or hundreds of acres—using our beautiful, durable and eco-friendly homes.

Blu Homes' factory-controlled building process eliminates weather delays and reduces time spent on site. We build and finish your home on site at a fixed and transparent price.

Blu partners with land developers, spec builders, resort developers and institutions. We manage the whole process from the original purchase order to the shipment, set and finish of each home. By working with Blu Homes, you can benefit from our nationally recognized brand and most importantly, increase your profit margin.