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The Responsive Home Project Completes Construction on the Ideal Home for Young Buyers

Pardee Homes, a Member of the TRI Pointe Group, in Partnership with BUILDER Magazine, Unveils New Customized Homes in Henderson, Nevada, Designed for Millennials

LAS VEGAS, January 19, 2016 – Today, Pardee Homes, a member of TRI Pointe Group, announced the completion of the Responsive Home project, in partnership with *BUILDER Magazine*, to design, build and sell the ideal home for today's young home buyers. The two, new concept homes will be unveiled during this week's NAHB International Builders' Show® (IBS) in Las Vegas. Located in suburban Henderson, Nevada, just a few minutes away from the urban conveniences of the Las Vegas strip, the 2,145-square-foot Contemporary Farmhouse and the 3,194-square-foot Contemporary Transitional cater to Millennials' desires for design and performance at a price point that young buyers can appreciate. Built in partnership with architect Bassenian Lagoni; landscape architects, AndersonBaron; along with celebrity interior designer Bobby Berk, the project's Creative Director and fellow Millennial; the Responsive Homes maximize new home owners' financial investment by increasing the longevity of the home's lifespan. The concept homes are located within the master-planned Inspirada community and will be available for purchase in spring 2016.

The Contemporary Farmhouse and Contemporary Transitional homes feature:

- Adaptable floor plan options that give owners space for what they need now and flexibility for their future needs
- Smart technology that features enabled automation and energy performance
- Bold design finishes that provide a sophisticated look and feel for the young professional
- Powerful indoor-outdoor flow to maximize entertaining and living space

Key Insights Informed Unique Design

Millennials represent approximately 77 million people in the U.S., which is about one-quarter of the total population. With \$200 billion annual buying power, catering to Millennials' needs and desires is big business across the marketplace – from cell phone carriers, and now, to home builders. The Responsive Home is built exclusively to include the most important elements and amenities in a home, according to young buyers. As part of the project, a nationwide survey was conducted by Ketchum Global Research and Analytics with Millennials currently home shopping to source opinions and insights on their ideal home. The research found that 84 percent of Millennials surveyed feel that they are financially ready to purchase a home.

Both Responsive Home floor plans, the Contemporary Farmhouse and the Contemporary Transitional, blend livability with modern function, catering to the most important request of surveyed younger buyers – more space, specifically outdoors. The homes offer evolution-over-time floor plans designed to flex as a home owner's needs change because 71 percent of Millennials surveyed said that it was important for their home to have the ability to be customized.

At 2,145-square-feet, the Contemporary Farmhouse features three to four bedrooms with three and a half to four and a half bathrooms plus an optional 384-square-foot flat over the garage. In addition, this home has a smartly designed downstairs bedroom suite with a full bath, kitchenette, and an outside entrance. As Millennials become ambassadors for the sharing economy, project designers envision this space being used for short- or long-term rentals. This home also offers additional flex space at the front of the home that converts the porch to a play room for the kids, office or fitness room and a second floor loft that

converts to an extra bedroom. The Contemporary Farmhouse will have an estimated list price starting in the low \$300,000s.

The Contemporary Transitional (3,194 square feet) offers four bedrooms, three and a half bathrooms, and a spacious casita behind the garage that provides a covered private patio, small kitchen, full bath and optional adjoining fitness room. Responding to the desire of young buyers for interaction with the outdoors, this home provides multiple opportunities for connecting with nature from the inside and out, including retractable doors that open the living room to the backyard, creating the ultimate home entertaining space. This home has an estimated list price starting in the mid \$400,000s.

The Millennial-focused Responsive Homes represent the pinnacle of sustainable living merged with beautiful design. These two concept homes take the LivingSmart™ building program that was introduced by Pardee Homes more than 15 years ago to the next level. Beyond solar panels and LED lighting, these homes come complete with sustainable living elements that Millennials expect in their homes, including a low-to-no-electric power bill. Each garage features an electric car charger that provides a faster charge, and the roofs have smart sensors that detect recent rain and communicate to the garden irrigation system to conserve water.

“Designed based on the exclusive insights of our target buyer, Millennials, this project is the intersection of insights and collaboration among researchers, designers, builders, architects and more,” said Klif Andrews, President, Pardee Homes Las Vegas. “Through this process, we’ve defined the concept of a ‘responsive’ home. By firmly rooting the design of these homes – from the focus on outdoor space to the tiniest of finishes – on these invaluable insights, adaptability and flexibility is now on a whole new level. This is truly a groundbreaking project that will evolve how our industry successfully accommodates the changing consumer. High level, insight-based responsive design will become the standard – and we are proud to be involved in helping pioneer this concept.”

To bring the Responsive Home to life, Pardee Homes and *BUILDER* Magazine teamed up with industry leaders in the home space including, Bassenian Lagoni, AndersonBaron, Western Window Systems and celebrity designer Bobby Berk, the creative director on the project. Each partner crafted the ultimate design that meets Millennial specifications within their respective expertise, including:

- **AndersonBaron:** The planning and landscape architecture firm is responsible for creating exterior living spaces that are warm, inviting and seamlessly transition exterior to interior living space of the home, which Millennials told us was important to them.
- **Bassenian Lagoni:** Award-winning architectural, planning and interior design firm developed the two distinct yet comfortable homes. The firm enlisted its own Millennial team to be a part of the design process from concept to build, which adds an additional layer of authenticity to the completed homes.
- **Bobby Berk:** Bobby Berk, who is a Millennial himself and owner of the Bobby Berk Home lifestyle and retail brand, is creative director on the Responsive Home Project and is responsible for creating authentic, functional and aesthetically beautiful spaces to complete the homes' interior and exterior design.
- **Western Window Systems:** A leading designer and manufacturer of doors and windows was tasked with providing multi-slide and bi-folding door systems that opened up the flow of the homes with the outdoors.
- Other project sponsors include: Andersen Windows, Broan-Nutone, Carrier, Daltile, DuPont Building Innovations, Eldorado Stone, Gerber, GoTour™ Interactive Video Home Tours by Avid Ratings, International Association of Plumbing and Mechanical Officials (IAPMO), James Hardie, Kichler Lighting, Jeld-Wen, LiftMaster, Pavestone, Rinnai, Savant, Schlage, Schneider Electric/Square D, Sherwin-Williams, SolarCity, Timberlake Cabinetry, Uponor, Weyerhaeuser and Whirlpool

"We're thrilled to be part of this groundbreaking project for our industry where we can listen to Millennials' needs and help shape the next version of the dream house," said John McManus, Group Editorial Director of *BUILDER* Magazine. "To be able to offer a completely customized home that's attainably priced and goes above and beyond the expectations of target homebuyers, is an American Dream come true."

For more information on the Responsive Home Project, please visit BuilderOnline.com/ResponsiveHome, Facebook.com/ResponsiveHome and TriPointeGroup.com/Responsive-Home.

About BUILDER

Published by Hanley Wood, *BUILDER* is the authority in the residential construction industry and serves as the magazine of the National Association of Home Builders (NAHB). For more than three decades, *BUILDER* has provided essential news, information and resources about products, technologies, trends, regulatory requirements and best practices to help home building professionals build smart.

About Hanley Wood

Hanley Wood is the premier company serving the information, media, and marketing needs of the residential, commercial design and construction industry. Utilizing the largest analytics-and editorially-driven Construction Industry Database, the company provides business intelligence and data driven services. The company produces award-winning media, both digital and print, high-profile executive events, and strategic marketing solutions. To learn more, visit www.hanleywood.com

About Pardee Homes

Celebrating more than 90 years in homebuilding, Pardee Homes creates new homes and communities for first-time through luxury homebuyers, in Southern California and Las Vegas. The company was among the first to embrace master-planned community concepts; green homebuilding measures; environmentally sensitive development practices; and customer-focused processes for new home purchase.

Pardee Homes is also widely known for its steadfast civic outreach, and has earned scores of honors for customer service, green and sustainable building practices, architectural design, master-planned communities and marketing. Pardee Homes is a member of TRI Pointe Group, a family of premium regional homebuilders. TRI Pointe Group is one of the largest homebuilders in the U.S and was recently recognized as 2015 Builder of the Year and Developer of the Year in 2014. For more information about Pardee Homes, please visit www.PardeeHomes.com.

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