



New World Home Preferred Relationship Program

DEVELOPER RELATIONSHIP PROGRAMS



New World Home Regional Partnership Program is a turnkey platform providing regionally-appropriate new old green modular® (NOGM®) homes 'on-demand' throughout the country. New World Home works closely with developers, builders and realtors to create sustainable housing solutions specifically engineered to optimize home energy performance in a particular region. New World Home collaborates with each partner on the design, manufacturing and construction of each NOGM design center.

The program is specifically designed to effectively enable our partners to fully leverage the underlying principles of the NOGM home product line. In essence, New World Home is transforming the housing industry by replacing traditional and economically risky approaches with those that are inherently efficient and environmentally sensitive, eliminating the need for archaic speculative building. Each partner's NOGM portfolio is customized to reflect the local architectural vernacular that evolved over centuries, with all the modern conveniences of the 21st century, while simultaneously exceeding the most stringent green standards in the industry.

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THE DEVELOPER RELATIONSHIP PROGRAM

The Developer Relationship program is an ideal solution for land owners or developers that control parcels of land to build residential subdivisions or master planned communities:

Including:

- Raw land without approvals/entitlements
- Land with preliminary, engineered or final site plan/plat approval
- Land in the process of improvement
- Finished lots ready for home construction

Features:

- An exclusive agreement to sell NOGM products and serve as General Contractor in a defined subdivision of MPC
- Requirement to construct one (1) NOGM Model Center
- Relationship Benefits Program*
- Limited right to sell NOGM product line outside of the subdivision or MPC (in a non-exclusive territory if not controlled by another New World Home Relationship)
- Volume Pricing Structure*
- Product portfolios designed and developed for each community that fit specific lot or footprint requirements, meet customer preferences in size and amenities, priced to market demands and are historically appropriate to reflect the regional vernacular
- Full unlimited access to the entire NOGM and licensed (Country Living) portfolios

*Based on projected annual sales

THE SELECT DEVELOPER RELATIONSHIP PROGRAM

Subdivision + Defined Territory

The Select Developer Relationship Program is an exclusive opportunity for landowners and developers to enter into an agreed upon subdivision/master planned community + defined territory.

- An exclusive agreement to sell NOGM product line in the subdivision/MPC + defined territory
- NWH determines whether one (1) model center on subdivision is sufficient to service the additional defined territory or if two (2) model centers are required
- Subject to annual sales volume requirements for defined territory (exclusive of subdivision)
- The option to serve as General Contractor for all NOGM homes constructed in this territory and subdivision
- Relationship Program Benefits*
- Limited right to sell NOGM product line outside of the defined territory (if not controlled by another New World Home relationship)

General Contracting Options:

1. Turnkey solution where New World Home acts as general contractor for site work and vertical home construction
2. Developer acts as general contractor for site work and New World Home handles vertical home construction

3. Developer acts as general contractor for site work and vertical completion. New World Home delivers and sets the home

PREFERRED RELATIONSHIP PROGRAMS BENEFITS

1. Model Center Benefits

- Lease back program that minimizes carrying costs
- Delivered 'at-cost' providing significant profit potential at end of lease back term
- National Account Product Pricing provided through our NOGM Brand Partnership Program
- Sales and Education tool to showcase a New World Home and provide a unique customer experience

2. Design Benefits

NOGM® Design Features provided by New World Home

- Formal design charrette scheduled in Licensee's territory
- Assigned architect(s) to Licensee's account
- Regional/local-based historical architecture review
- A minimum agreed upon set of custom designed floor plans as derived from the design charrette
- A certain number of specific elevations as derived from the design charrette based off either a single-floor plan and/or multiple plans
- Model design center plans and specifications
- Complete builder's plan sets in PDF form

3. Educational Institute & Training Benefits

- Licensee Seminar
 - Builder Seminar
 - On-Site Sales Agent (Broker/Realtor) Seminar
 - Homeowner Education Seminar

4. Marketing and Advertising Benefits

- Generate qualified sales leads for program participants
- Promote and manage pre-sale campaigns (prior to opening of model center)
- Drive qualified traffic to Licensee model centers
- Build corporate & product brand awareness
- New World Home
- NOGM®
- New World Home Institute
- Licensee's Model Center

6. NOGM® Brand Partnership Program

The NOGM® Brand Wheel™ showcases our program participants and their products that together form the basis of the New World Home platform. In addition to individual performance measures, NOGM® products are assessed on how they interrelate with the entire housing system to maximize performance and minimize environmental impact.