<table>
<thead>
<tr>
<th><strong>Point A</strong></th>
<th><strong>Point B</strong></th>
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<tr>
<td>The most sustainable building is the one that is only built once.</td>
<td>Why (3) Architects and Engineers choose to build ICF's.</td>
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<td>Explaining pre-construction benefits to (2) Owners and Developers. Key selling points to advertise to tenants.</td>
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**Introduction**

- Robert Stanwitch
  - Sales Manager

- Richard Mantel
  - Sales Manager

- Damian DiFlippo
  - Senior Account Manager

- Joseph Monteleone
  - District Sales Manager

**Conclusion & Questions**

- Conclusion & Questions

**To learn more visit BuildwithStrength.com**
Richard Mantel
Sales Manager

The most sustainable building is the one that is only built once

Why (3) Architects and Engineers choose to build ICFs

Votorantim

Richard Mantel
Sales Manager

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Open floor to questions from audience

Martin Marietta

Joseph Monteleone
District Sales Manager

Explaining pre-construction benefits to (2) Owners and Developers
Key selling points to advertise to tenants

To learn more visit BuildwithStrength.com
• Concrete Piers and Steel Anchors are far superior to lumber

• Concrete enhanced buildings have a slightly higher initial cost, but significantly lower hazard maintenance costs

• Lowers construction and bond insurance premiums

To learn more visit BuildwithStrength.com
PROTECTING THE OWNER

• In hazard prone areas, hazard induced maintenance costs can be significant over the lifetime of a building.

• The cost of hazard-related repairs can exceed the initial building costs.

• Concrete is fire resistant. Concrete cannot be set on fire or emit toxic fumes during exposure to fire. Firemen and insurance companies agree that concrete is an optimal building material.

• Average wood structure burns at 1,000 degrees vs over 2,000 degrees with concrete.

To learn more visit BuildwithStrength.com
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- Also target **4 Specific Audiences** with these redesigns

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BENEFITS OF PRE-CONSTRUCTION

- Fire resistant
- Cost vs. Quality
- Speed of construction
- Cost of insurance
- Longevity of the structure
- Availability of material
- Cost stability of material
- Overall selling feature of a more stable construction

To learn more visit BuildwithStrength.com
KEY SELLING POINTS FOR TENANTS

- Fire resistant
- Energy efficient, greater energy savings
- Soundproofing
- Lowered cost of insurance
- Greater protection of inventory

To learn more visit BuildwithStrength.com
| Introduction | • The objective is to redesign current DAPs to focus on **Resiliency**
| Hadley Stanwich | • Also target **4 Specific Audiences** with these redesigns
| Sales Manager | • Marketing benefits of concrete construction to (1) **General Contractors**
| Richard Mantel | • Reducing life cycle hazard maintenance costs to benefit owners
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| Damian DiFilippo | • Key selling points to advertise to tenants
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| | • Open floor to questions from audience

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RESILIENT CONCRETE CONSTRUCTION

THE MOST SUSTAINABLE BUILDING IS THE ONE YOU ONLY HAVE TO BUILD ONCE

Fire Resistance

Protection from windborne debris

Reduces recovery time and costs after catastrophic events

Serves as an anchor to the community

Low life cycle cost, and often competitive first cost

To learn more visit BuildwithStrength.com
<table>
<thead>
<tr>
<th>Structural system</th>
<th>Resistant to penetration by wind-borne debris</th>
<th>Non-combustible (2-4-hour fire resistance)</th>
<th>Resistant to storm surge</th>
<th>Flood resistant</th>
<th>Mold and pest resistant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cast-in-place concrete (CIP)*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Precast concrete*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Tilt-up concrete*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Insulating concrete forms (ICF)*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Concrete masonry units (CMU)*</td>
<td>✓ (grouted &amp; reinforced)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Insulated Concrete panels (ICP)*</td>
<td>✓ (requires noncombustible finish)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Wood frame</td>
<td>For 2-hr, code requires 1-2 layers of Type X drywall</td>
<td>Damaged by moisture</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Manufactured wood/mass timber</td>
<td>For 2-hr, code requires 1-2 layers of Type X drywall</td>
<td>✓</td>
<td>Damaged by moisture</td>
<td>✓</td>
<td>✓</td>
</tr>
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</table>

- Unlimited design capabilities of ICFs
- Construction benefits of ICFs
- Energy efficiency
- Disaster resistant construction
- Excellent indoor environmental quality (IEQ)
- Design resources available to assist with ICF construction

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To learn more visit BuildwithStrength.com
"The Marshall fire destroyed 1,084 homes worth a combined half-billion dollars, new assessment shows" – Denver Post

"Pick your peril of mother nature. Nearly 90 percent of us have one to consider fire, wild fires, seismic, or severe winters. ICF and concrete can beat them all!" – Scott Sundberg, P.E.

Fire resistance should be an important consideration in residential building construction codes.

Unlike softwood lumber, concrete will not burn. It can take on temperatures over 1,000 degrees Fahrenheit.

The most sustainable structure is the one that only has to be built once.

The upfront costs between wood versus concrete construction are comparable, but it is impossible to put a value on the safety of our communities.

To learn more visit BuildwithStrength.com
Concrete ICF Walls
ICF walls have a 4-hour fire rating as opposed to 15 minutes for a comparable wood-framed wall.
ICF walls have been tested up to 2000° Fahrenheit for up to four hours in fire conditions.

Cement Roof Tiles
Cement roof tiles provide superior protection against potential fire hazards such as lightning strikes, stray fireworks, embers from chimney fires, and electrical sparks from wiring.

Fiber Cement Siding
Non-combustible, will not ignite when exposed to a direct flame, nor will it contribute fuel to a fire.

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