

NRMCA DEVELOPING INDUSTRY LEADERS

DESIGN ASSISTANCE PROGRAM (DAP) REDESIGN 2022





Introduction

- The objective is to redesign current DAPs to focus on **Resiliency**
- Also target **4 Specific Audiences** with these redesigns



Robert Stanvitch
Sales Manager

- Marketing benefits of concrete construction to **(1) General Contractors**
- Reducing life cycle hazard maintenance costs to benefit owners



Richard Mantel
Sales Manager

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



Damian DiFilippo
Senior Account Manager

- The most sustainable building is the one that is only built once
- Why **(3) Architects and Engineers** choose to build ICFs



Joseph Monteleone
District Sales Manager

- Overview of damage caused to **(4) Community** by recent Marshall Fire in Colorado
- Cement-based products help reduce damages from natural disasters



Conclusion & Questions

- Importance of targeting these **4 Specific Audiences** with focus on **Resiliency**
- Open floor to questions from audience



Introduction

- The objective is to redesign current DAPs to focus on **Resiliency**
- Also target **4 Specific Audiences** with these redesigns



Robert Stanvitch
Sales Manager

- Marketing benefits of concrete construction to **(1) General Contractors**
- Reducing life cycle hazard maintenance costs to benefit owners



Richard Mantel
Sales Manager

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



Damian DiFilippo
Senior Account Manager

- The most sustainable building is the one that is only built once
- Why **(3) Architects and Engineers** choose to build ICFs



Joseph Monteleone
District Sales Manager

- Overview of damage caused to **(4) Community** by recent Marshall Fire in Colorado
- Cement-based products help reduce damages from natural disasters

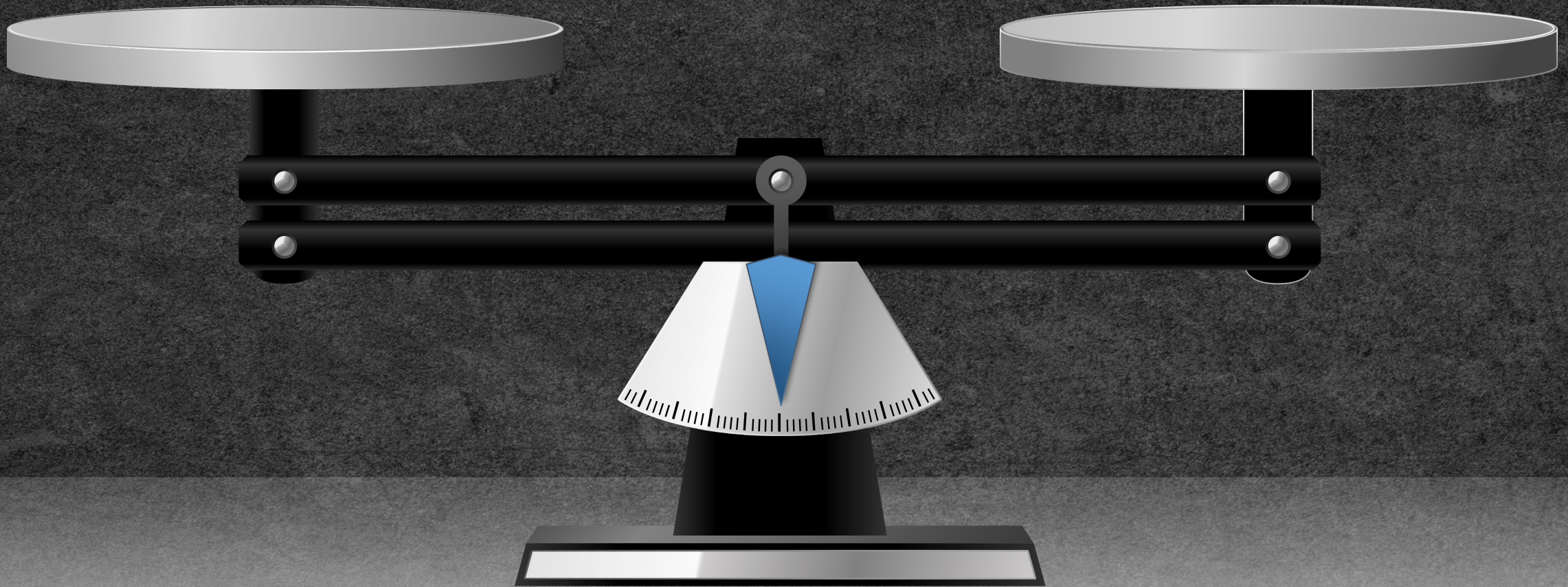


Conclusion & Questions

- Importance of targeting these **4 Specific Audiences** with focus on **Resiliency**
- Open floor to questions from audience

CONCRETE COST

WOOD COST



GENERAL CONTRACTORS

- 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

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.



Introduction

- The objective is to redesign current DAPs to focus on **Resiliency**
- Also target **4 Specific Audiences** with these redesigns



Robert Stanvitch
Sales Manager

- Marketing benefits of concrete construction to **(1) General Contractors**
- Reducing life cycle hazard maintenance costs to benefit owners



Richard Mantel
Sales Manager

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



Damian DiFilippo
Senior Account Manager

- The most sustainable building is the one that is only built once
- Why **(3) Architects and Engineers** choose to build ICFs



Joseph Monteleone
District Sales Manager

- Overview of damage caused to **(4) Community** by recent Marshall Fire in Colorado
- Cement-based products help reduce damages from natural disasters



Conclusion & Questions

- Importance of targeting these **4 Specific Audiences** with focus on **Resiliency**
- Open floor to questions from audience

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

KEY SELLING POINTS FOR TENANTS



Fire resistant



Energy efficient, greater energy savings



Soundproofing



Lowered cost of insurance



Greater protection of inventory



Introduction

- The objective is to redesign current DAPs to focus on **Resiliency**
- Also target **4 Specific Audiences** with these redesigns



Robert Stanvitch
Sales Manager

- Marketing benefits of concrete construction to **(1) General Contractors**
- Reducing life cycle hazard maintenance costs to benefit owners



Richard Mantel
Sales Manager

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



Damian DiFilippo
Senior Account Manager

- The most sustainable building is the one that is only built once
- Why **(3) Architects and Engineers** choose to build ICF's



Joseph Monteleone
District Sales Manager

- Overview of damage caused to **(4) Community** by recent Marshall Fire in Colorado
- Cement-based products help reduce damages from natural disasters



Conclusion & Questions

- Importance of targeting these **4 Specific Audiences** with focus on **Resiliency**
- Open floor to questions from audience

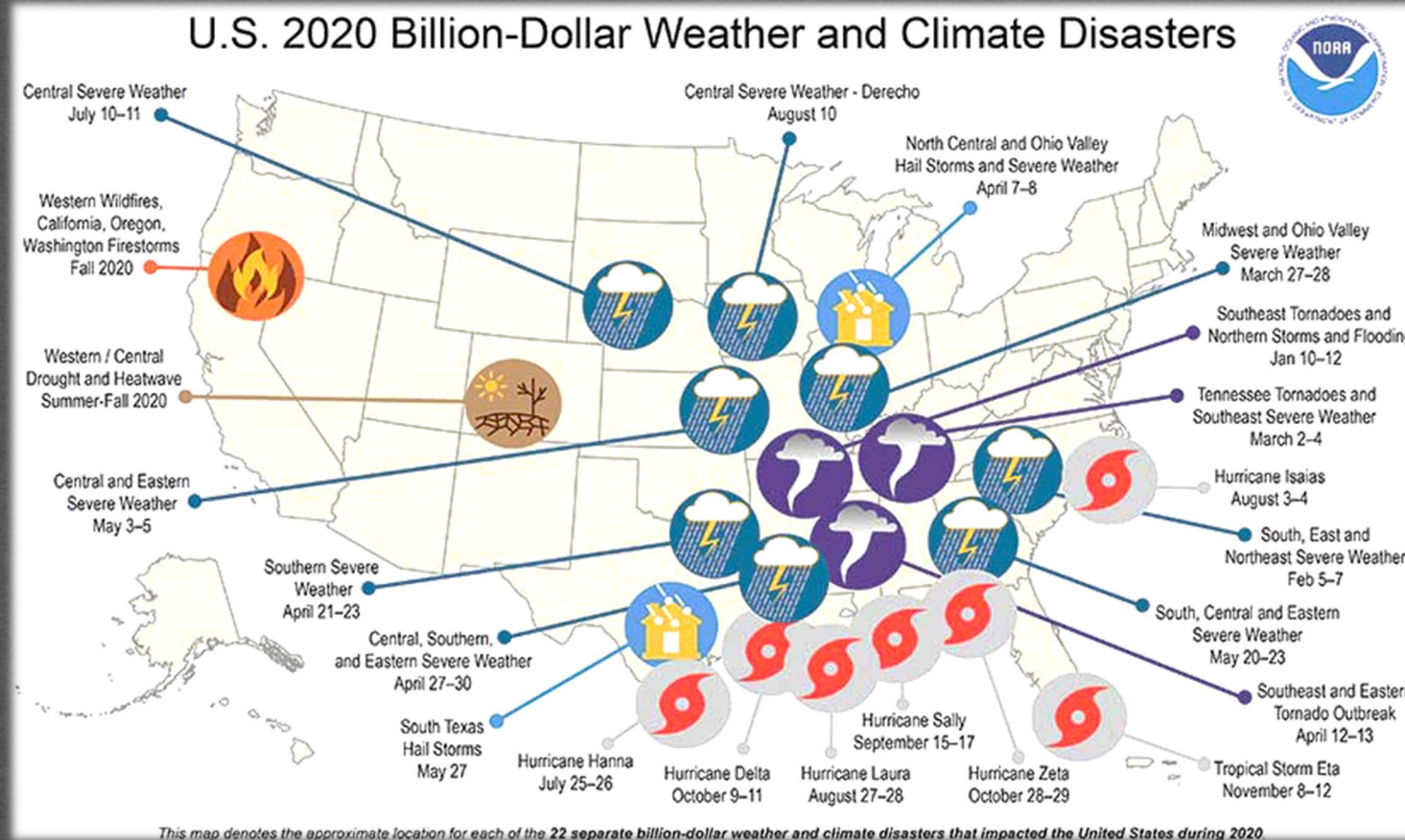
RESILIENT CONCRETE CONSTRUCTION

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

DESIGN PROFESSIONALS (ARCHITECTS & ENGINEERS)

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

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

To learn more visit BuildwithStrength.com



Introduction

- The objective is to redesign current DAPs to focus on **Resiliency**
- Also target **4 Specific Audiences** with these redesigns



Robert Stanvitch
Sales Manager

- Marketing benefits of concrete construction to **(1) General Contractors**
- Reducing life cycle hazard maintenance costs to benefit owners



Richard Mantel
Sales Manager

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



Damian DiFilippo
Senior Account Manager

- The most sustainable building is the one that is only built once
- Why **(3) Architects and Engineers** choose to build ICFs



Joseph Monteleone
District Sales Manager

- Overview of damage caused to **(4) Community** by recent Marshall Fire in Colorado
- Cement-based products help reduce damages from natural disasters



Conclusion & Questions

- Importance of targeting these **4 Specific Audiences** with focus on **Resiliency**
- Open floor to questions from audience



“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

BUILDING MORE RESILIENT HOMES

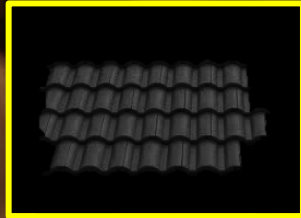
Fiber Cement Siding

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



Cement Roof Tiles

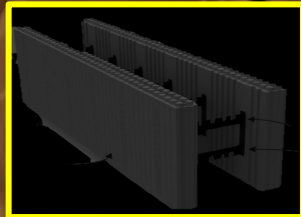
Cement roof tiles provide superior protection against potential fire hazards such as lightning strikes, stray fireworks, embers from chimney fires, and electrical sparks from wiring



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





Introduction

- The objective is to redesign current DAPs to focus on **Resiliency**
- Also target **4 Specific Audiences** with these redesigns



Robert Stanvitch
Sales Manager

- Marketing benefits of concrete construction to **(1) General Contractors**
- Reducing life cycle hazard maintenance costs to benefit owners



Richard Mantel
Sales Manager

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



Damian DiFilippo
Senior Account Manager

- The most sustainable building is the one that is only built once
- Why **(3) Architects and Engineers** choose to build ICF's



Joseph Monteleone
District Sales Manager

- Overview of damage caused to **(4) Community** by recent Marshall Fire in Colorado
- Cement-based products help reduce damages from natural disasters



Conclusion & Questions

- Importance of targeting these **4 Specific Audiences** with focus on **Resiliency**
- Open floor to questions from audience

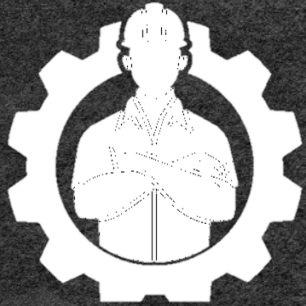


GENERAL
CONTRACTORS



OWNERS &
DEVELOPERS

CONCRESCIENCY



ARCHITECTS &
ENGINEERS



COMMUNITY

QUESTIONS?

