



SMITH DOUGLAS HOMES

QUALITY | INTEGRITY | VALUE



# Meeting Georgia's Housing Needs

January 2025

# Objectives

- Discuss your specific housing needs
- Brief Introduction to Smith Douglas Homes (SDH)
- Summary of DCA Rural Workforce Housing Initiative
- Explore potential for public/private partnership with SDH

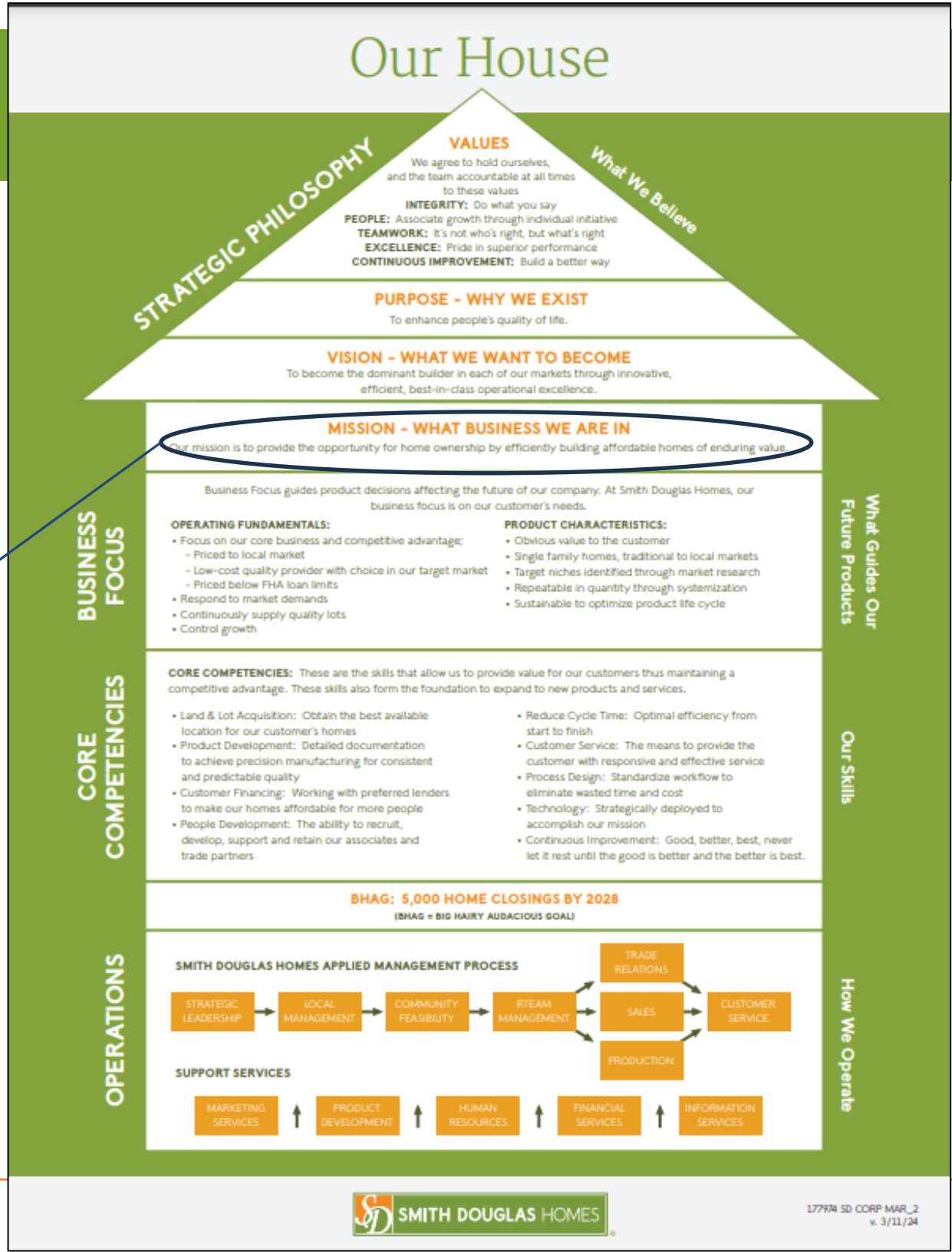
# Who We Are

## SMITH DOUGLAS HOMES

+ 36<sup>th</sup> Largest residential home builder in the US.

+ Corporate HQ in Woodstock, GA

+ “Our mission is to provide the opportunity for home ownership by **efficiently** building **affordable** homes of enduring value.”



# SDH Differentiated Process & Product

Personalized homebuying experience with flexible home options at an affordable price

## SDH'S DIFFERENTIATED HOME PERSONALIZATION PROCESS

- Each of our customers goes through a five-step build-to-order process
- Customers have input from lot selection through finished home options
  - SDH's options are consistent across all communities



### Multiple benefits for home personalization

- ✓ Enhanced customer satisfaction results in low cancellation rates
- ✓ Stronger consumer preference vs. “sea of sameness” at our price point
- ✓ Greater emotional investments and commitment
- ✓ Municipalities prefer SDH variety streetscapes
- ✓ Preference from land sellers who see SDH as a preferred partner for getting projects approved

## SDH OFFERS MULTIPLE ELEVATION OPTIONS USING THE SAME FLOOR PLAN



Over 93% of our home closings from less than 30 plans!

# DCA Rural Workforce Housing Initiative

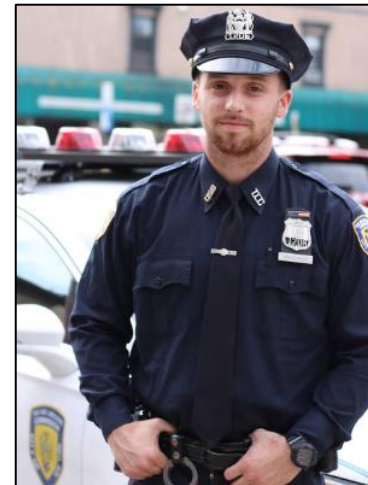


## KEY POINTS

- State funding to be made available to assist local communities with housing development to address workforce housing shortage.
- Infrastructure grants are limited to no more than \$2,500,000 per application.
- Applications are expected to leverage other sources of funding – private debt or equity, or other public funds...public participation is required , (i.e., financial contribution).
- Single-family housing sales price of no more than \$290,000.
- Intended to be owner occupied.

# Attainable Housing Defined

How much can you afford?



Household Income	
Annual	Monthly
\$ 60,000	\$ 5,000
\$ 70,000	\$ 5,833
\$ 75,000	\$ 6,250
\$ 80,000	\$ 6,667
\$ 90,000	\$ 7,500

Housing Max Monthly	
Percent	Total
28%	\$ 1,400
28%	\$ 1,633
28%	\$ 1,750
28%	\$ 1,867
28%	\$ 2,100

FHA - 3.5% down, 6.5% interest rate				
P&I	Taxes	HOA	Insurance	Total
\$ 1,006	\$ 272	\$ 40	\$ 90	\$ 1,408
\$ 1,214	\$ 286	\$ 40	\$ 95	\$ 1,634
\$ 1,311	\$ 300	\$ 40	\$ 99	\$ 1,750
\$ 1,403	\$ 315	\$ 40	\$ 104	\$ 1,862
\$ 1,616	\$ 331	\$ 40	\$ 109	\$ 2,096

Max Home Price
\$ 165,000
\$ 199,000
\$ 215,000
\$ 230,000
\$ 265,000

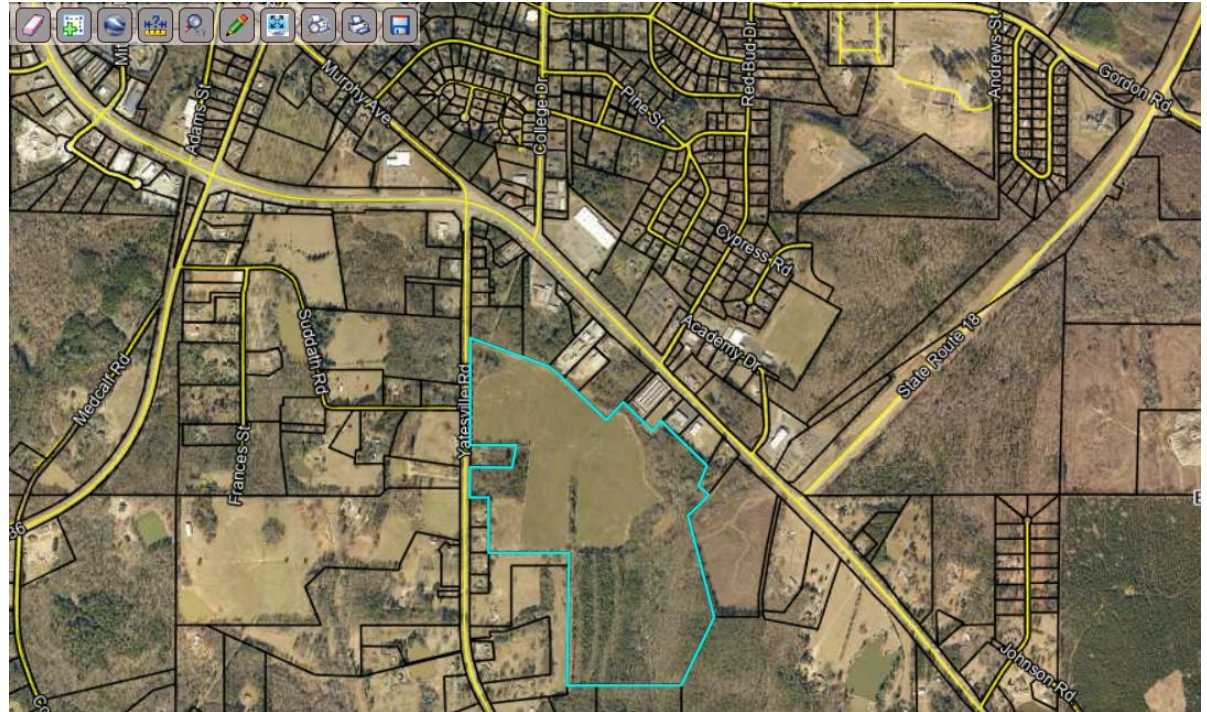
# Solution Concept

+ 100-300 units (SFD)

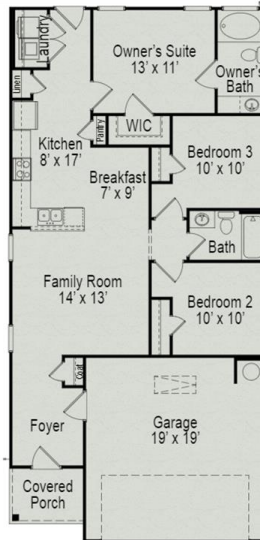
+ 1,164 – 1,933 sf

+ SFD from \$185,000

Parcel ID B27 003 – 108.2 acres



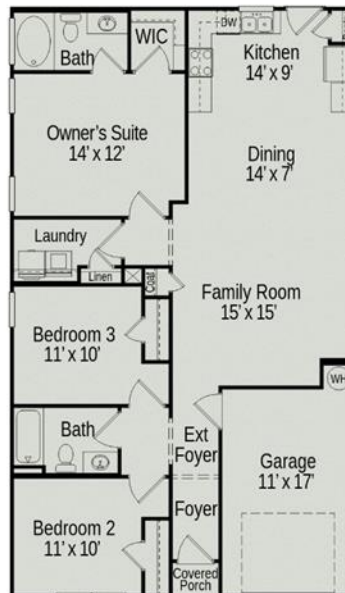
# House Plans



## **THE RYMAN**

+ 1,164 sf 3BR/2BA

+ \$185,000 Base Price



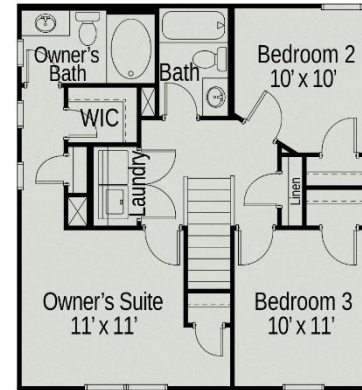
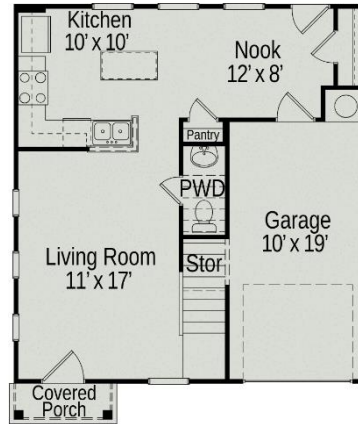
## **THE REYNOLDS**

+ 1,300 sf 3BR/2BA

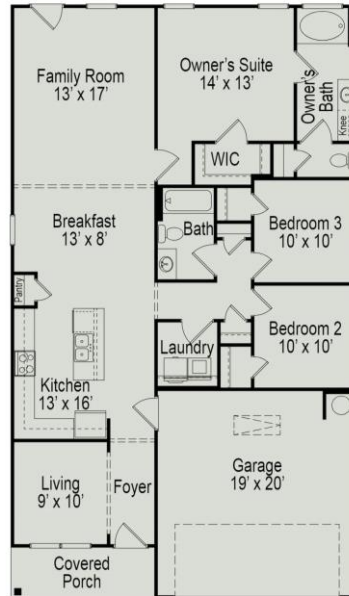
+ \$199,000 Base Price



# House Plans

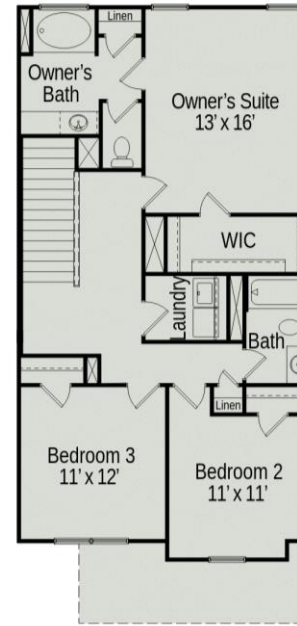
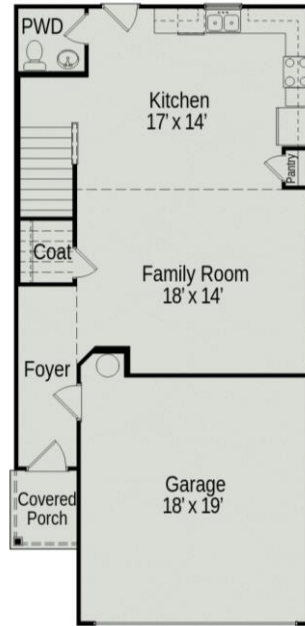


**THE KENSINGTON**  
 + 1,215 sf 3BR/2.5BA  
 + \$199,000 Base Price

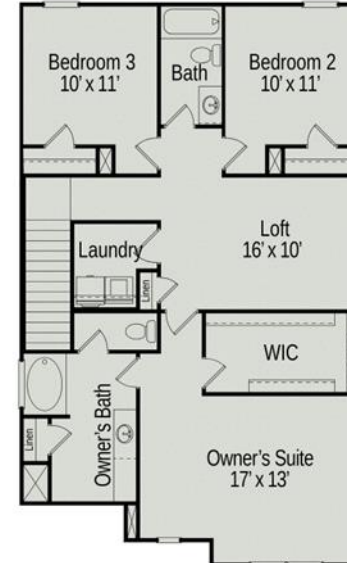
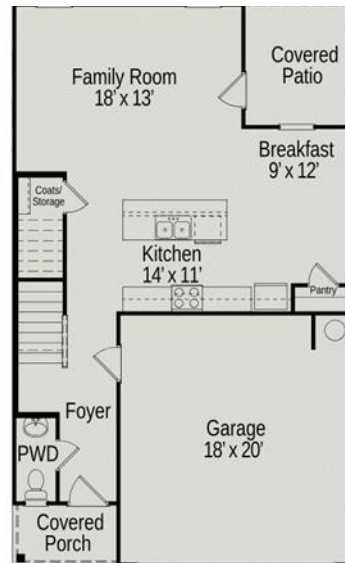


**THE PIEDMONT**  
 + 1,504 sf 3BR/2.5BA  
 + \$215,000 Base Price

# House Plans



**THE MANCHESTER II**  
 + 1,743 sf 3BR/2.5BA  
 + \$225,000 Base Price



**THE BRASELTON II**  
 + 1,933 sf 3/4BR/2.5BA  
 + \$235,000 Base Price

# Recommended Standards

## Optimal Workforce Housing Standards

Min SFD Lot Size:	5,000 SF
Min Lot Width at ROW (SFD):	40'
Min Lot Width at ROW (TH):	20'
Min Front Setback:	15'
Min Side Setback:	5'
Min Heated SF (SFD)	900

May use a variety of exterior building materials, including but not limited to vinyl or cementitious fiberboard, on all facades of the structure.

May include, without restriction on design, setback, or location, a one- or two-car garage.

## **Preferred Solution: Workforce Housing Overlay District**

# Public Partner Characteristics

- Can assist in sourcing LAND with Water/Sewer
- Willing to efficiently address any required plan approvals, variances, and zoning via a Workforce Housing Overlay District.
- Will work together with SDH and The Beatty Team to apply for workforce housing equity grant.