



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

- + 36th 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."

Our House

We and the

VALUES

We agree to hold ourselves, and the team accountable at all times to these values

INTEGRITY: Do what you say

PEOPLE: Associate growth through individual initiative TEAMWORK: It's not who's right, but what's right EXCELLENCE: Pride in superior performance CONTINUOUS IMPROVEMENT: Build a better way

PURPOSE - WHY WE EXIST

To enhance people's quality of life.

VISION - WHAT WE WANT TO BECOME

To become the dominant builder in each of our markets through innovative, efficient, best-in-class operational excellence.

MISSION - WHAT BUSINESS WE ARE IN

Our mission is to provide the opportunity for home ownership by efficiently building affordable homes of enduring val

Business Focus guides product decisions affecting the future of our company. At Smith Douglas Homes, our business focus is on our customer's needs.

OPERATING FUNDAMENTALS:

- Focus on our core business and competitive advantage;
- Priced to local market
- Low-cost quality provider with choice in our target market
 Priced below FHA loan limits
- Respond to market demands
- · Continuously supply quality lots
- Control growth

PRODUCT CHARACTERISTICS:

- Obvious value to the customer
 Single family homes, traditional to local markets
- Target niches identified through market research
- Repeatable in quantity through systemization
- . Sustainable to optimize product life cycle

CORE COMPETENCIES: These are the skills that allow us to provide value for our customers thus maintaining a competitive advantage. These skills also form the foundation to expand to new products and services.

- Land & Lot Acquisition: Obtain the best available location for our customer's homes
- Product Development: Detailed documentation to achieve precision manufacturing for consistent and predictable quality
- Customer Financing: Working with preferred lenders to make our homes affordable for more people
- People Development: The ability to recruit, develop, support and retain our associates and trade partners
- Reduce Cycle Time: Optimal efficiency from start to finish
- Customer Service: The means to provide the customer with responsive and effective service
 Process Design: Standardize workflow to
- eliminate wasted time and cost
- Technology: Strategically deployed to accomplish our mission
- Continuous Improvement: Good, better, best, never let it rest until the good is better and the better is best.

OPERATIONS

BHAG: 5,000 HOME CLOSINGS BY 2028

(BHAG = BIG HAIRY AUDACIOUS GOAL)







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 plans¹

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		

l	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					
H	ome Price				
\$	165,000				
\$	199,000				
\$	215,000				
\$	230,000				
\$	265,000				



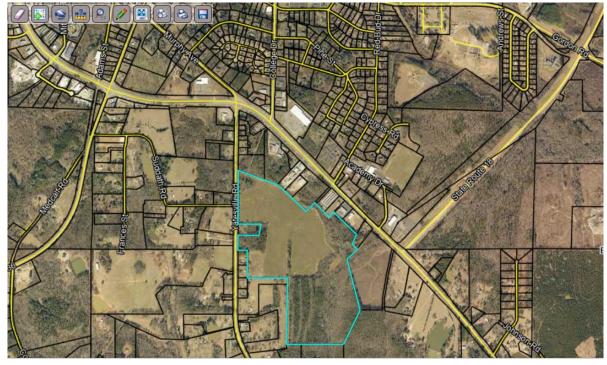
6

Solution Concept

- + 100-300 units (SFD)
- + 1,164 1,933 sf
- + SFD from \$185,000

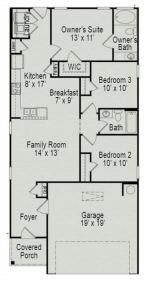


Parcel ID B27 003 – 108.2 acres



House Plans



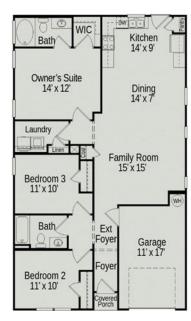


THE RYMAN

+ 1,164 sf 3BR/2BA

+ \$185,000 Base Price





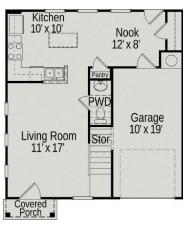
THE REYNOLDS

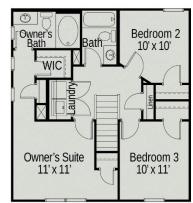
+ 1,300 sf 3BR/2BA

+ \$199,000 Base Price

House Plans



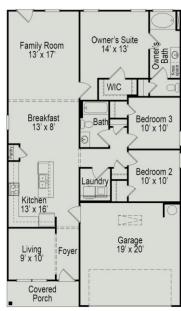




THE KENSINGTON

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





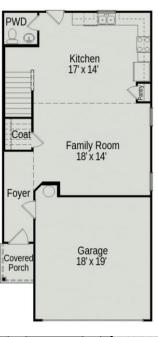
THE PIEDMONT

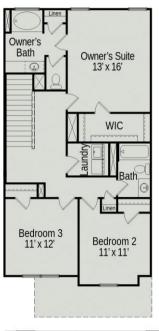
- + 1,504 sf 3BR/2.5BA
- + \$215,000 Base Price



House Plans



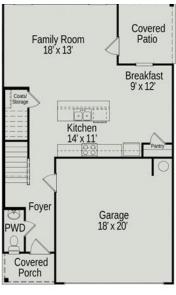


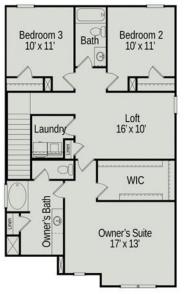


THE MANCHESTER II

- + 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.

