BARNDOMINIUMS

Design Trend & Business Opportunity
Overview

• About Us
• What is a Barndominium?
• Why the Barndominium Trend?
• Barndominium Design Essentials
• The Opportunity...
• Playing in the Market...
• How We Can Help You...
• Questions?
About Stacee Lynn

• Chief Design Officer – TBC
  • I am a self-taught Designer / Builder
  • Served as GC / Won design award
• Approaching 1M followers on social media
• Consultant to architects, engineers, builders, & material suppliers who:
  • Are new to the world of Barndominiums
  • Want to translate the “Residential Touch”
  • Are new to the world of post-frame / steel frame
  • Want to pool our collective expertise
  • Want to collaborate on projects
  • Can use a “One Stop Service Center…”
• Editor-In-Chief
  • The Luxury Barndominium 202 Floor Plan E-Book
  • The Barndominium Lady Magazine
About Oliver

• Chief Operating Officer – TBC
  • BS Engineering – West Point
  • Entrepreneur and former Army Ranger

• Former CEO crisis management firm working with multiple industries

• Oversees TBC Ops and Admin:
  • Coordinates with lenders, developers, builders, contractors.
  • Helps align other operational aspects of business
    • Media & publications
    • Retail & branding
  • Like the songs says:
    • He’s just “the a guy with the a girl that everybody wants to know”
What Is A Barndominium?

• It is a custom designed, post framed (engineered wood truss), single-family residence, often with metal sides and roof – prominent in the northeast and upper Midwest.

• Blend the proven post frame build techniques with residential WOW!
  • Building Style
  • Lifestyle
  • The “Elbow Room Movement”
What Is A Barndominium?

- For others - A Barndominium is a custom, steel-framed, single-family residence with metal roof and siding.
- Barndominiums blend the proven strength, reliability, and durability of steel construction with residential WOW!
  - Building Style
  - Lifestyle
  - The “Elbow Room Movement”
What Is A Barndominium?

• For You - Most of All...
  • It’s a business opportunity.
  • Post-frame builders can:
    • Offer the upbeat residential style we propose.
    • Team with Steel framers and erection crews for more business
  • Work the entire growing market space.
  • Same for other trades and resources.
Google Trends – Post Frame vs Steel Frame Trendlines

• Google says...
  • Post Frame is immensely popular
  • Post Frame & Steel Frame continue to trend upward

• Banks understand wood construction

• Banks are better understanding residential steel construction

• Banks understand custom homes
Google Trends – Top 10 States for “Barndominium” Searches

- Oklahoma
- Alabama
- Mississippi
- Kentucky
- Texas
- Tennessee
- Arkansas
- Idaho
- Montana
- South Carolina
Historic Market Perceptions of Barndominiums

- Cheap housing
- Not to code housing
- Not lendable
- Not insurable
- For “country folk”
- Makeshift housing...
Emerging Market Perceptions of Barndominiums

- With Residential Design Intent
  - Luxury Housing
  - To Code Product
- Willing to lend
  - Has Value
  - Holds Value
  - Appreciates in Value
  - Can Comp to Custom Homes
- Willing to Insure
  - Durable Product
  - Sustainable Product
Consumer & Lender Perception of Barndos

• Engineered Wood Truss...
  • Can be more readily designed as a residence.
  • Engineered building
    • Designed to meet local codes and loads
    • Generally, not a kit
  • Lenders will consider financing (mortgage) a residence.

• Pole Barn
  • Ideally suited for work buildings, shops
  • Often pitched as kit.
    • Kits have an intended use
    • Intended use is typically not as a residence.
  • Lenders look at financing these structures differently.
Consumer & Lender Perception of Barndos

- Steel Framed
  - Designed as a residence.
  - Often an Engineered building
    - Designed to meet local codes and loads (Bolt-up)
    - Generally, not a “kit” — Life-size erector set.
  - Lenders will consider financing a residence.

- Shouse
  - Work buildings with added residential space.
  - Sometimes pitched as a kit.
    - Kits have an intended use
    - Work / living space combination.
  - Lenders not looking at financing the same way.
Why The Barndominium Trend?

• Elbow Room Movement
  • Migration to rural settings
  • Sustainable living
    • Acreage in suburban or rural settings
    • Comfort, health, and safety in 2023 and beyond
    • Clean, green, self-sufficient
    • A return to multi-generational living

• Barndo Compounds - Perfect for
  • Legacy properties
  • Multi-family, multi-generational situations
  • Home businesses, schooling, hobbies, home-based recreation
Why The Barndominium Trend?

• Youth Movement
  • Third of our following is young professionals between 25 and 35 years old
  • Lenders, retailers want to appeal to this market segment

• Men’s Interest
  • 35% of our social media following is male
  • Unusual for a “home design” focused business

• More Than A Design Style...

• Also, A Lifestyle...
  • Open living
  • Family friendly
  • Home officing and home schooling
  • Homesteading
  • Getting back to nature
Barndominiums Are To The Future...
What Farmhouse Was To Recent Design Trends

• Trendy & Versatile
• Design Worthy
  • Open spaces
  • Great use of light
  • Energy efficiency
  • Outdoor living / entertaining
• Structurally Very Sound
• Scalable
Barndominium Design Essentials

These Are Just Cool Projects
Barndominium Design Essentials
These Are Just Cool Projects
Indoors & Out

• Adapted for family comfort and functionality
  • Oversized great rooms
  • High (vaulted) ceilings
  • Open kitchens
  • Specialty rooms
    • offices, gyms, theatres, wine rooms, bunk rooms,
    • safe rooms, learning spaces for kids, smugglers pantries
Barndominium Design Essentials
These Are Just Cool Projects Indoors and Out

- Adapted for family comfort and functionality
  - Outdoor living and entertainment
  - Outdoor kitchens
  - Oversize fireplaces
  - Multipurpose room designs
  - Patios
  - Porches, porches, and more porches
The Opportunity For...

- Builders & Designers
- Specialty building products vendors
- Other construction trades
- Post-frame and Metal suppliers
- Lenders

Why?

- Distinguishing yourself from other builders in the market
- Growing demand
- Nationwide trend
- Expand existing business
- Enter new market
- Multiple models
- 85% - 90% overlapping skill set
Entering the Market

Recognize Client Preference & Lifestyle

Partner w/ a Barndominium Designer

Post Frame Builder
- Engage a shell builder as a sub
- Traveling erector crews
- 90% overlapping work

Wood Frame Builder’s Opportunity
- Adapt to market design preferences
- 4:12 pitch is easy to build but plain
- 6:12 or 8:12 roof pitch adds WOW!
How We Can Help You…

• A call to action…
  • Put the team together
  • Link builders and customers for the great Barndominium Expansion
    • Reach out to us... Share your story, and we’ll get you linked up where we can.
    • We are designing in over 40 states – our clients constantly ask for reputable builders
  • We have opened a post-frame design division
  • Our customers are looking for you
  • Let us help you find each other for the perfect Designer / Builder / Customer combination
Questions
Contact Info

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