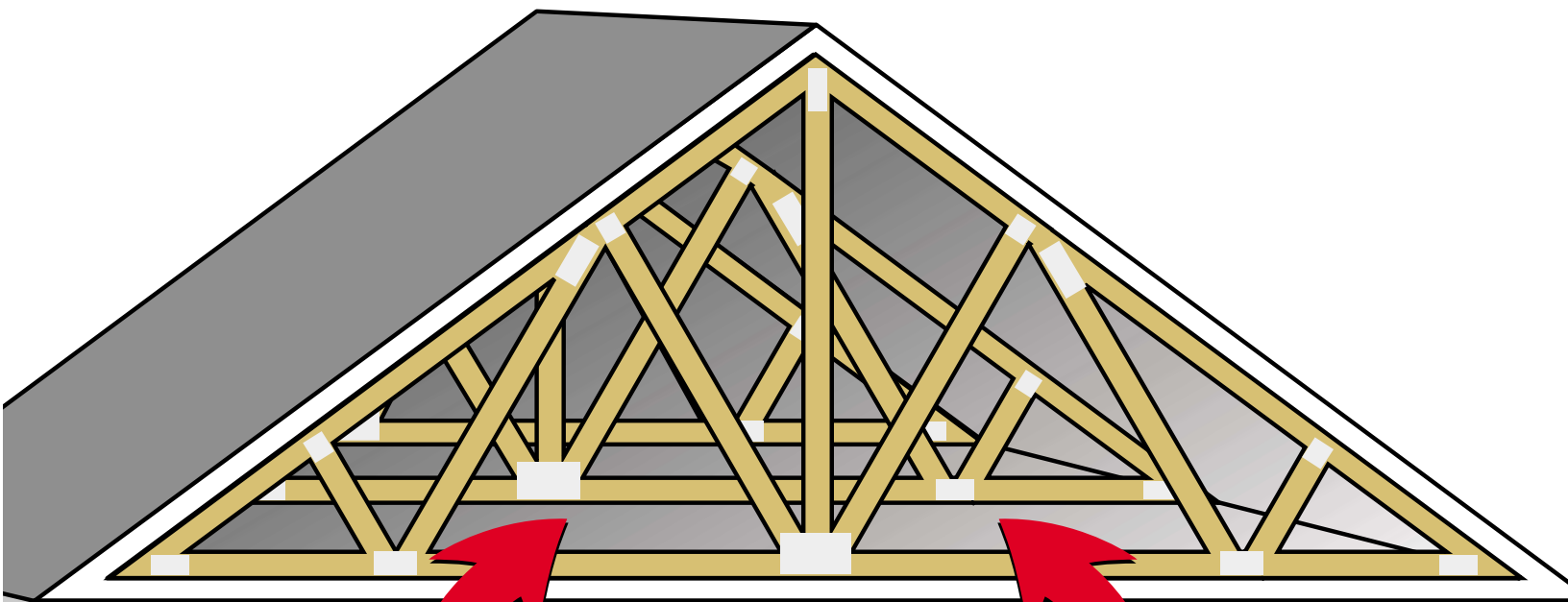


**VELUX®**

ROOF WINDOWS  
AND SKYLIGHTS

**“ROOM IN THE ROOF”**

**LOWER YOUR AVERAGE PER  
SQUARE FOOT COST BY 9%**



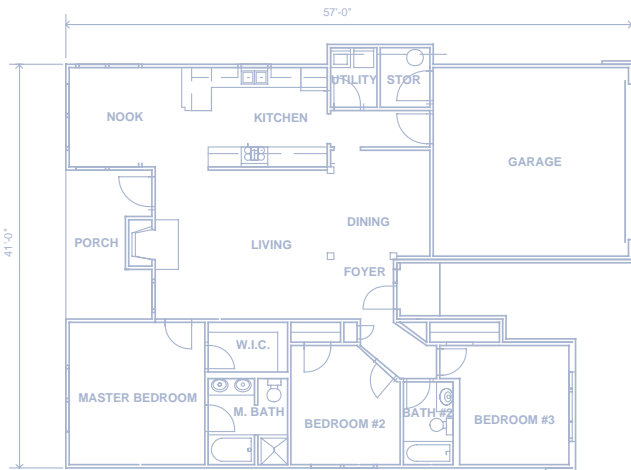
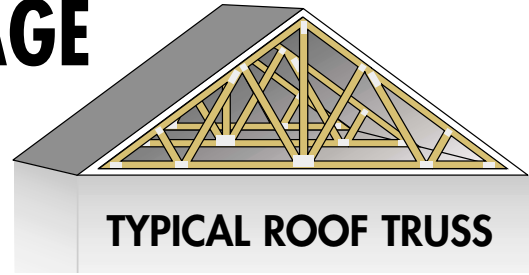
**WASTED SPACE?**

BRINGING LIGHT TO LIFE™

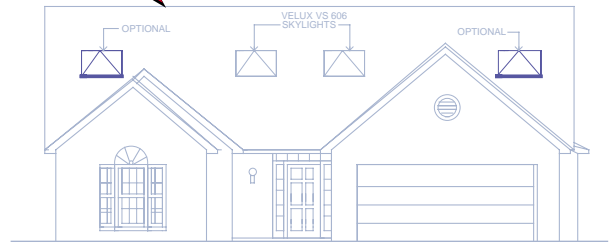
# COMPETITIVE ADVANTAGE

- Differentiates your home from other builders by using innovative floor plans that homebuyers will remember.
- Efficient home design maximizes the usable square footage – #1 consumer desire.
- Enhances your reputation as a high quality, cutting edge, and environmentally friendly builder.
- VELUX architectural staff will help with plans and help uncover hidden profits at no cost to you.

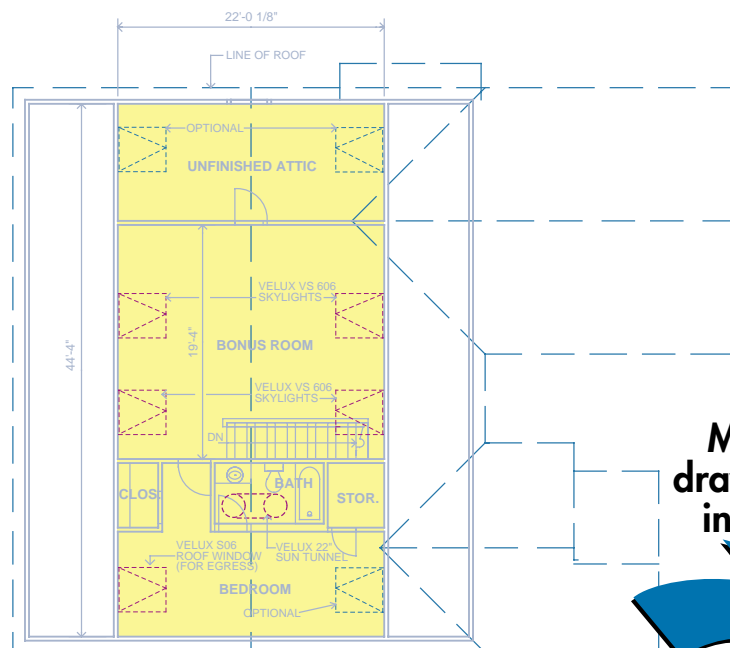
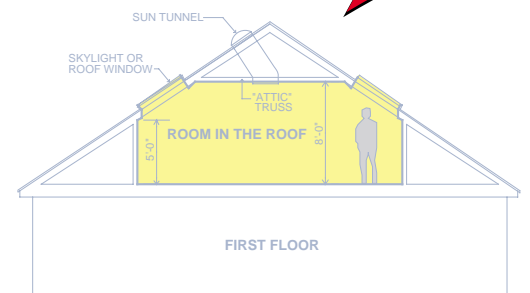
**Don't miss the opportunity for extra space in your homes.**



**Before Room in the Roof**



**After Room in the Roof**



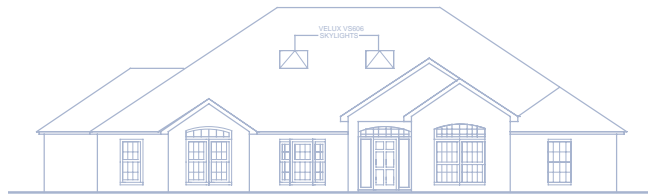
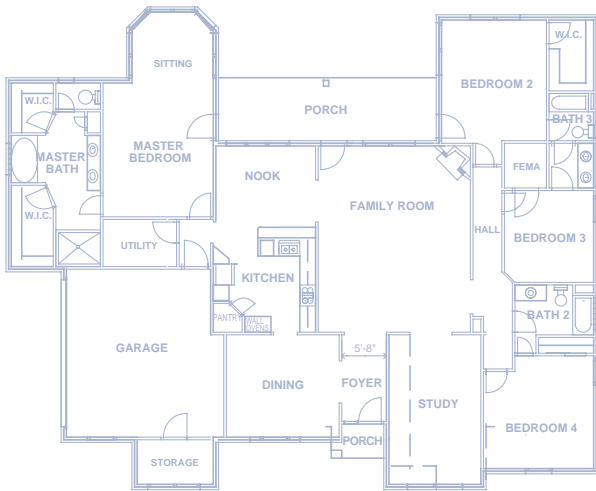
**More drawings inside**



# HIGH CONSUMER APPEAL

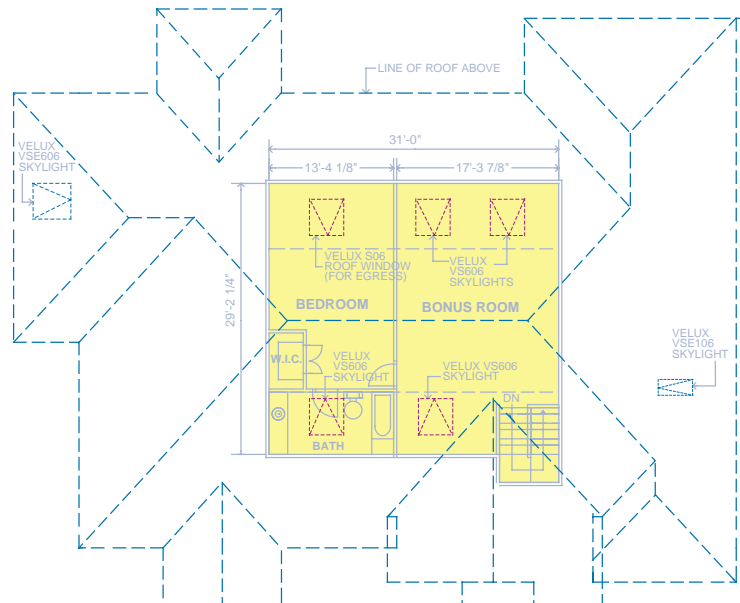
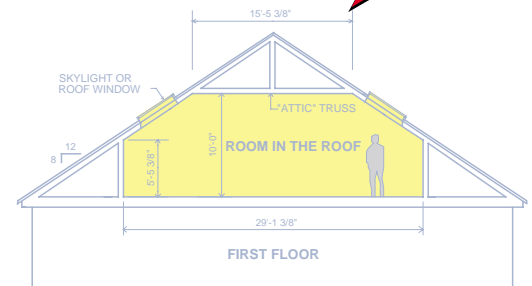


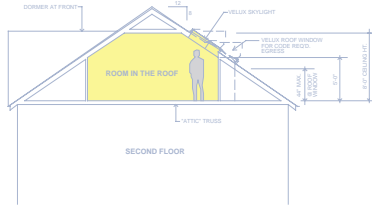
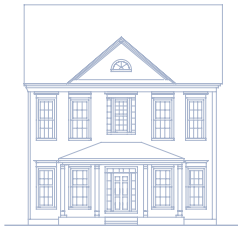
- Room in the Roof provides the answer to the desire for more space.
  - 61% of married couples with children want 4 or more bedrooms.
  - 58% of homebuyers want a home office.
- The ability to be able to live in the house for a longer period of time is very appealing.
- Room in the Roof lets the homebuyer expand in the house as their family grows.
- Room in the Roof lets you offer your homebuyer additional affordable space.
  - 54% of homebuyers are willing to accept unfinished space to make a house more affordable, provided it can be finished into desirable living space.
- Homebuyers are attracted to the possibility of boosting their home’s resale value by finishing out roughed-in space.



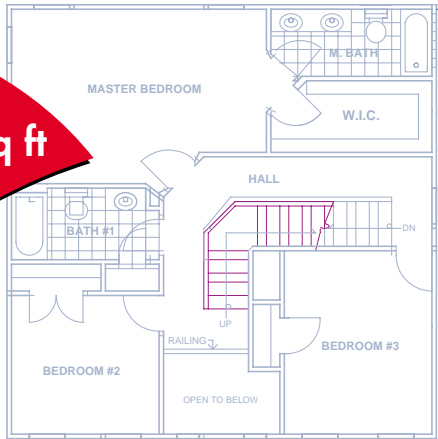
**Before Room in the Roof**

**After Room in the Roof**

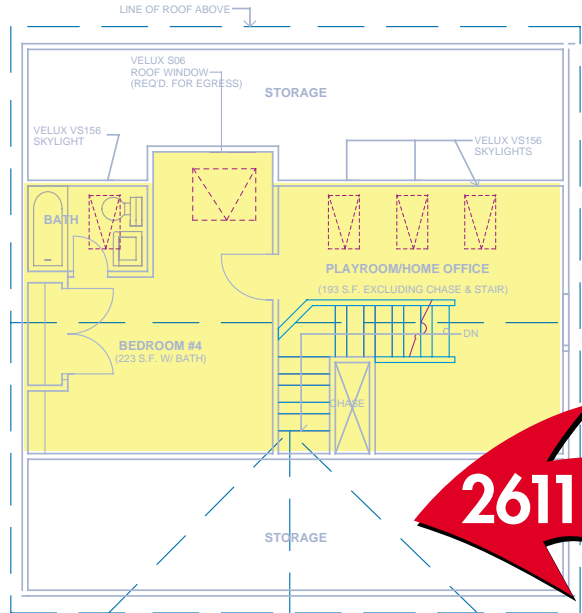




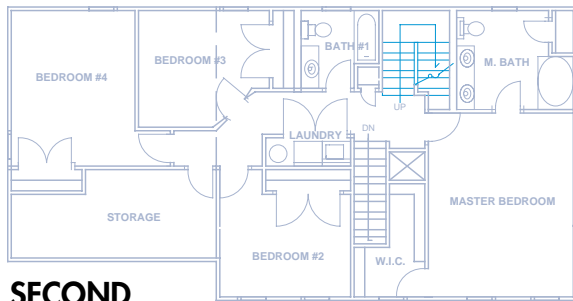
**Before Room in the Roof**



**SECOND FLOOR PLAN**



**After Room in the Roof**

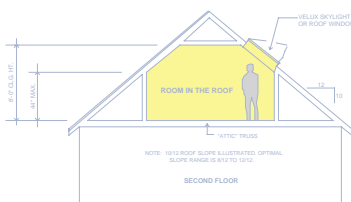
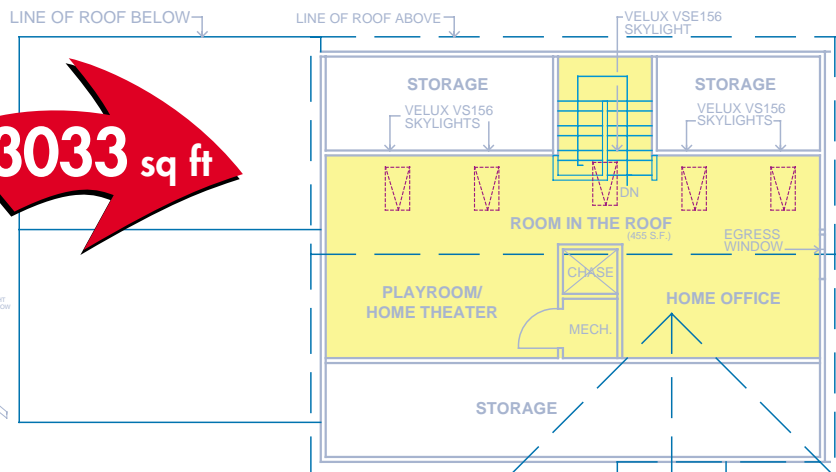


**SECOND FLOOR PLAN**



**Before Room in the Roof**

**After Room in the Roof**



# VERY PROFITABLE!

- Reduce overall per square foot construction cost 9%.\*
- Make higher margin dollars on additional space.
- Efficient land use by building up, not out.
- Finished attics and bonus rooms typically appraise at 100% of the value of the rest of the house while basements typically appraise only 40-70%.



## \* 20x20 Third Floor

### EXISTING HOME

2,400 sq ft @ \$70 per sq ft  
 Cost = **\$168,000**



Attic Truss Premium = **\$800**  
 Plus additional lumber, supplies and labor  
 400 sq ft cost = **\$25 sq ft (est.)**



### WITH ROOM IN THE ROOF

2,400 sq ft @ \$70 per sq ft    Cost = **\$168,000**  
 400 sq ft @ \$25 per sq ft        Cost = **\$10,000**  
**Total Cost = \$178,000**

# THE VELUX PARTNERSHIP

## VELUX ARCHITECTURAL DEPARTMENT

- We review plans and uncover "hidden profits".
- We offer "redesign" of space at no cost to you.

## PRODUCTS FOR YOUR MODEL HOMES

For models that have a minimum projected build-out of 50 units, we will supply our recommended product at no charge. For models with projected build-out of less than 50 units, we offer a 40% rebate, based on our list price.

## MERCHANDISING AND SUPPORT MATERIALS

We help you secure the sales via informative homebuyer literature, signage and product displays for your model homes, design and selection centers.



## TRAINING FOR SALES AGENTS AND MANAGERS

We will also work with you on pricing and show you how skylights can help you to be the most profitable.

## INSTALLATION TRAINING AND CERTIFICATION

To eliminate any concerns regarding proper product installation, we offer three options:

- As often as needed, VELUX will conduct installation training with your personnel, both company employees and subs, who install our products.
- We offer installation certification. We will inspect installations to ensure proper methods and conduct follow-up training if necessary. We also certify your sub-contractors as factory trained installers.
- In select markets, we offer a full turn-key installation program.



## BEST PRICING AND DELIVERY

VELUX has thousands of stocking dealers nationwide. We can work with you to establish a consistent price in all of your markets. VELUX will work with your suppliers to guarantee on-time delivery!

## DAYLIGHT CONSULTATION

Daylight offers a tremendous benefit to the homeowner. Either one-on-one or in a group setting at locations of your choice, our experts are available to train your sales agents and managers on the benefits of our products and how best to sell them to homebuyers.



## DESIGN SOLUTIONS

Let our design experts work with you to show you how adding skylights can create the feeling of openness and spaciousness to your homes without sacrificing privacy like some vertical window applications do. Our experts can also modify your plans to show you how skylights can add a dramatic effect to homes which improves their marketability and appeal to homebuyers.

## MARKETING SUPPORT

Your model homes can be showcased on [www.VELUXUSA.com](http://www.VELUXUSA.com). VELUX has an award winning web site that is packed with homebuyer inspiration and information. We extend to you the opportunity to exhibit your model homes on our site with links back to your home page. Other marketing opportunities may become available as well.



VELUX America Inc.  
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Greenwood, SC 29648-5001  
Phone: 1-800-888-3589  
Fax: 1-864-943-2631  
Internet: <http://www.VELUXUSA.com>