

ORIGIN HOMES

BUILDING YOUR LIFE ON YOUR LAND





OUR ORIGIN

- General Contractor of Single-Family Homes
- Specialize in Rural Housing, Semi-Custom, and Fully Custom Homes
- Building in all 99 counties of Iowa
- Founded in 2021 to fill a homebuilding gap across the state

COMMUNITY INVOLVEMENT

WITH A BOOTS ON THE GROUND APPROACH, WE LEARN WHAT EXACTLY COMMUNITY NEEDS ARE AND HOW OUR HOMEBUILDING EFFORTS CAN HELP IMPROVE YOUR HOME OPTIONS.



COMMUNITY
EVENTS



LOCAL TRADE +
BUSINESS PARTNERS



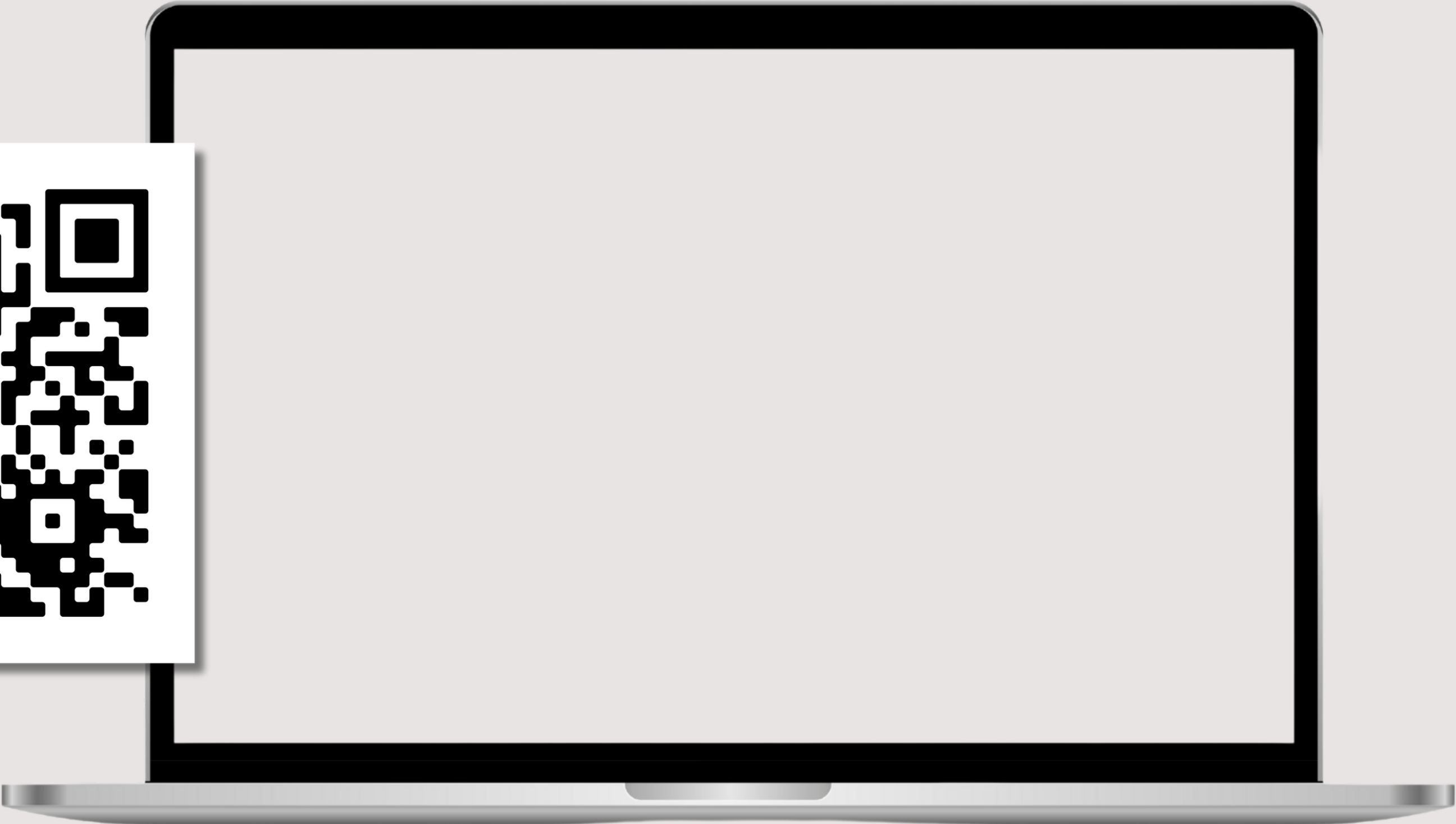
FUTURE TRADE
PROGRAMS

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COMMUNITY LEADERS

ARE KEY

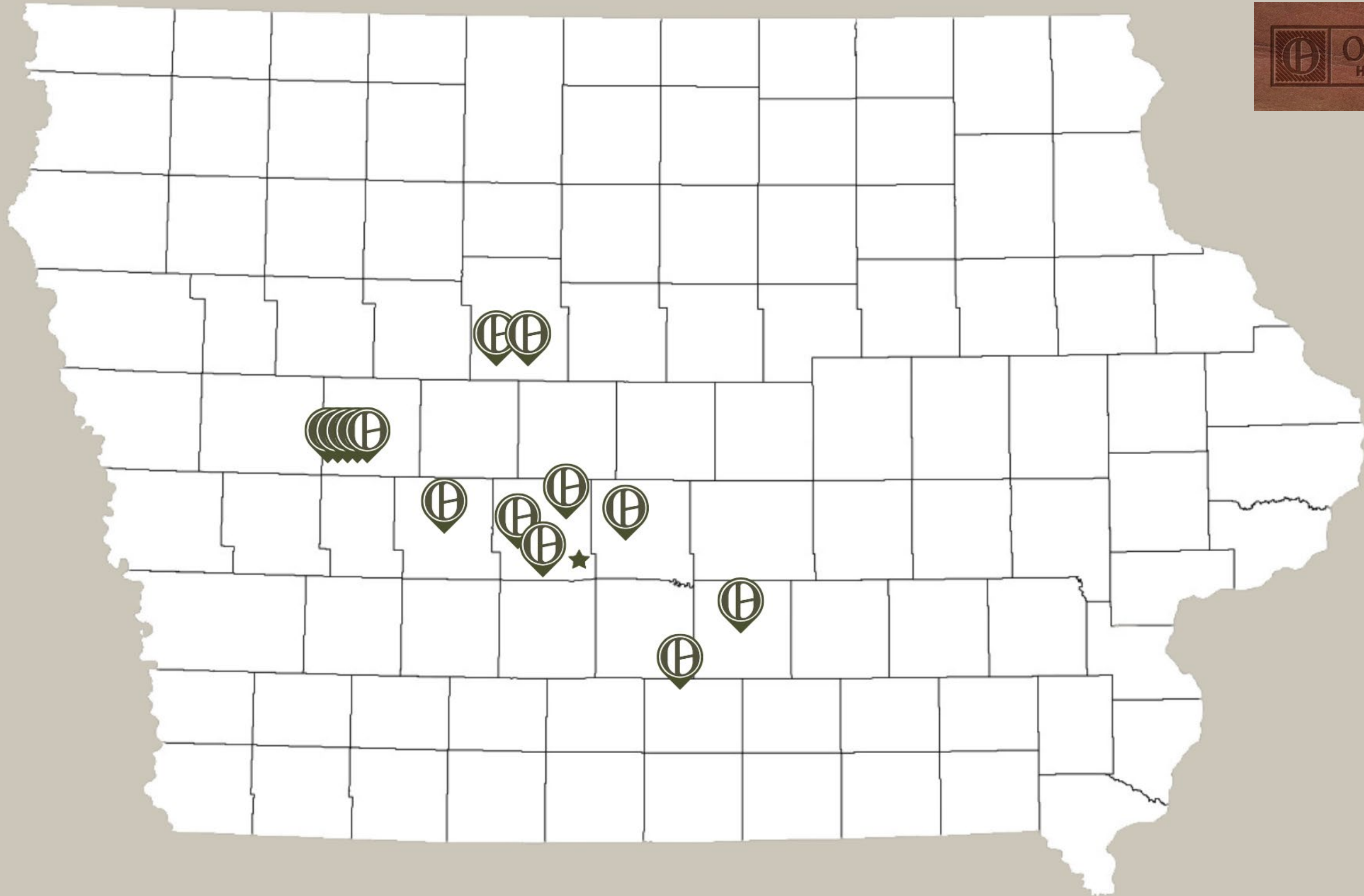
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STRATEGY SNAPSHOT



- 1 Identify community
- 2 Build + Establish Relationships
- 3 Community Visits +
Understanding Lot Availability
- 4 Set Community-Focused Goals
- 5 Messaging + Communication
- 6 Create Co-Branded Content
- 7 Promote Plans
- 8 Continued Follow Ups
- 9 Sign Contracts
- 1 Keep Community Involvement
- 0





WORKFORCE HOUSING



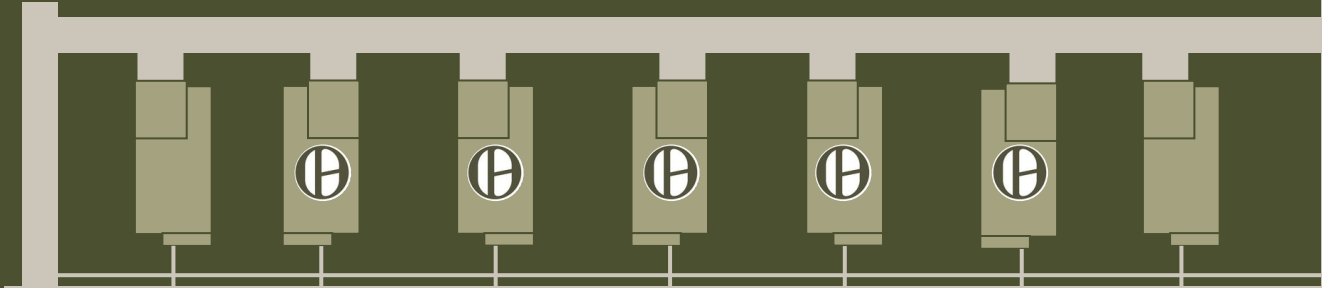
📍 Knoxville

📍 Gowrie

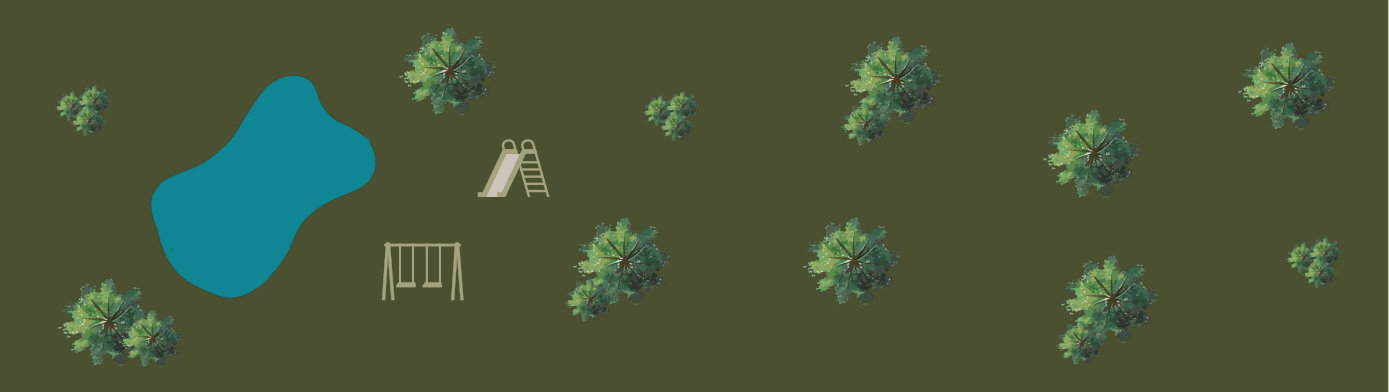
📍 Manning



Veterans District | Knoxville, IA
2 Bed | 2 Bath | Ally Load 2 Car Garage



JUSTICE WAY

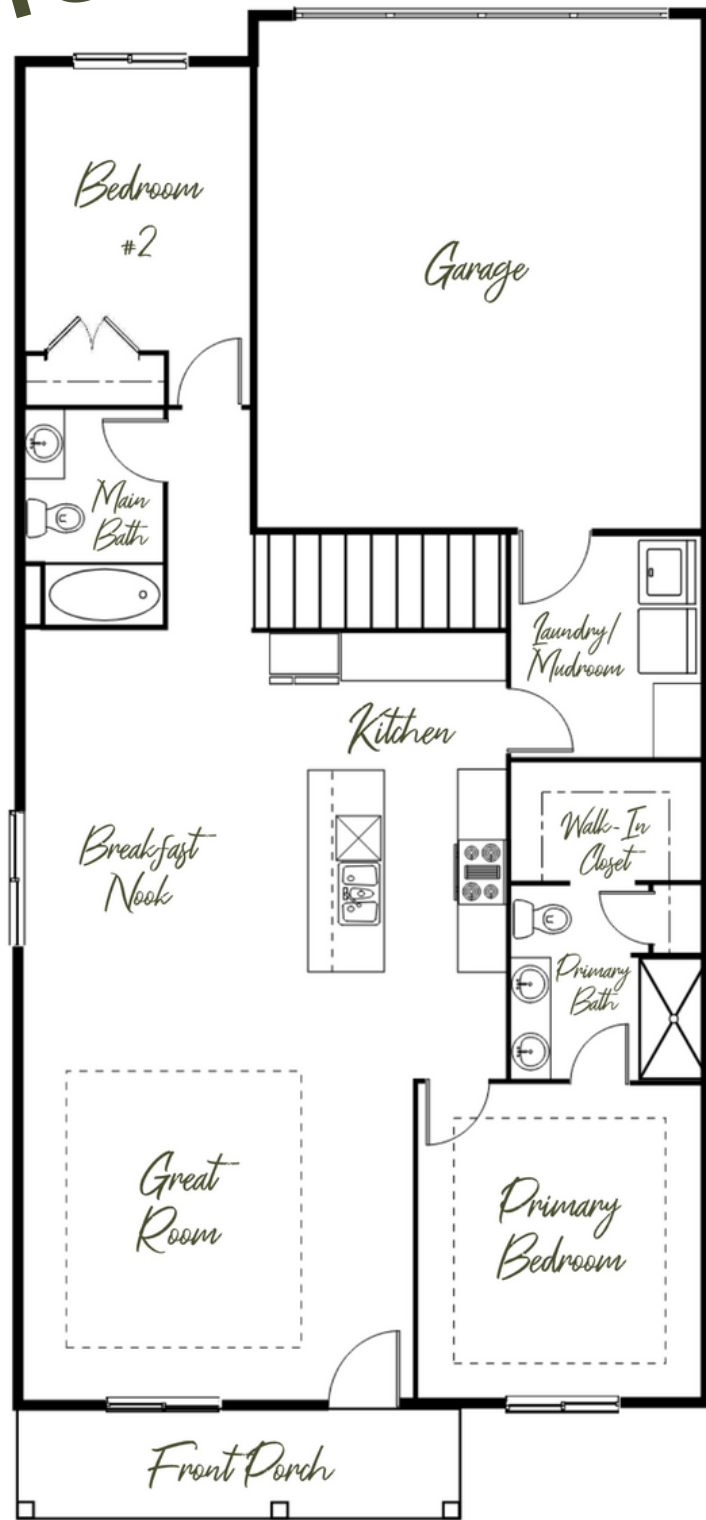


W PLEASANT ST

FREEDOM WAY



The Cline



BUILDING IN KNOXVILLE



Wiley Addition | Gowrie, IA

3 Bed | 2 Bath | 2 Car Garage | Basement Option

Homes Starting in the \$300's

US DA Loan Qualifying Homes

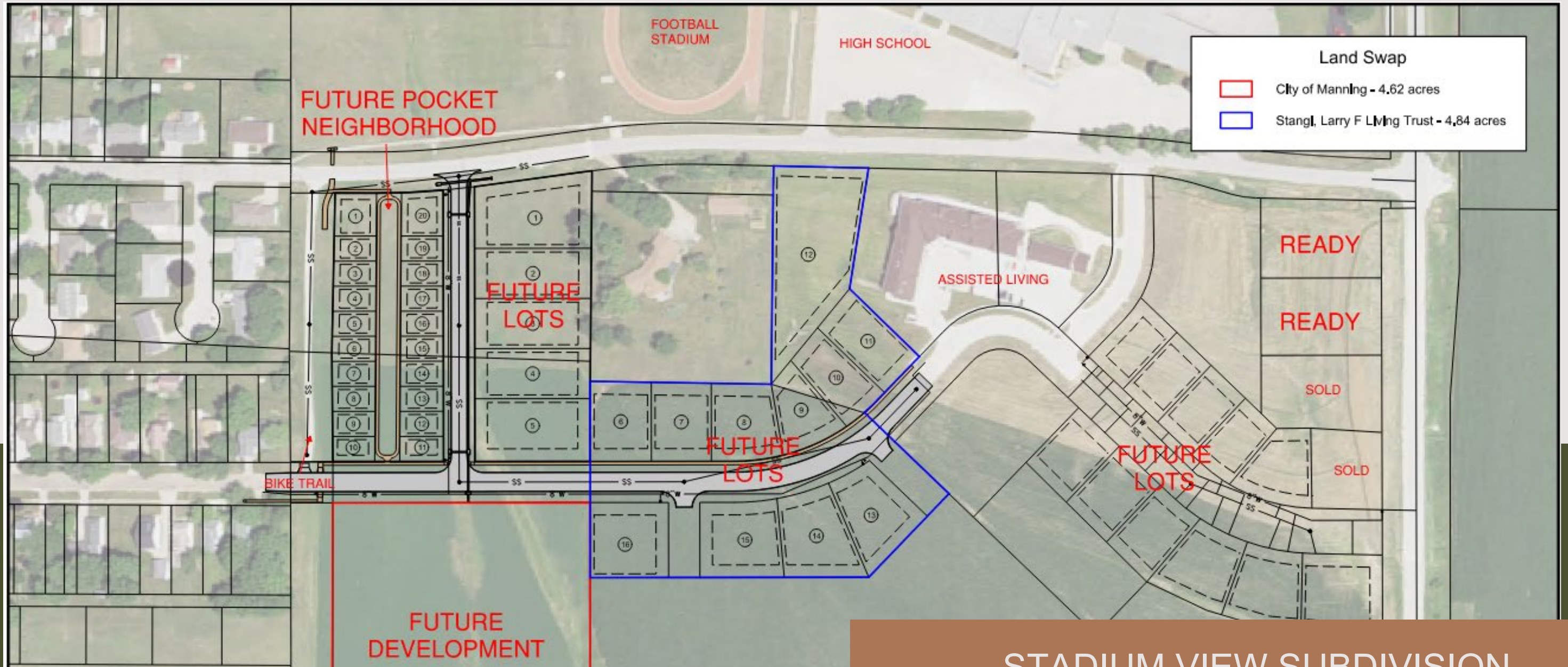


MANNING, IOWA



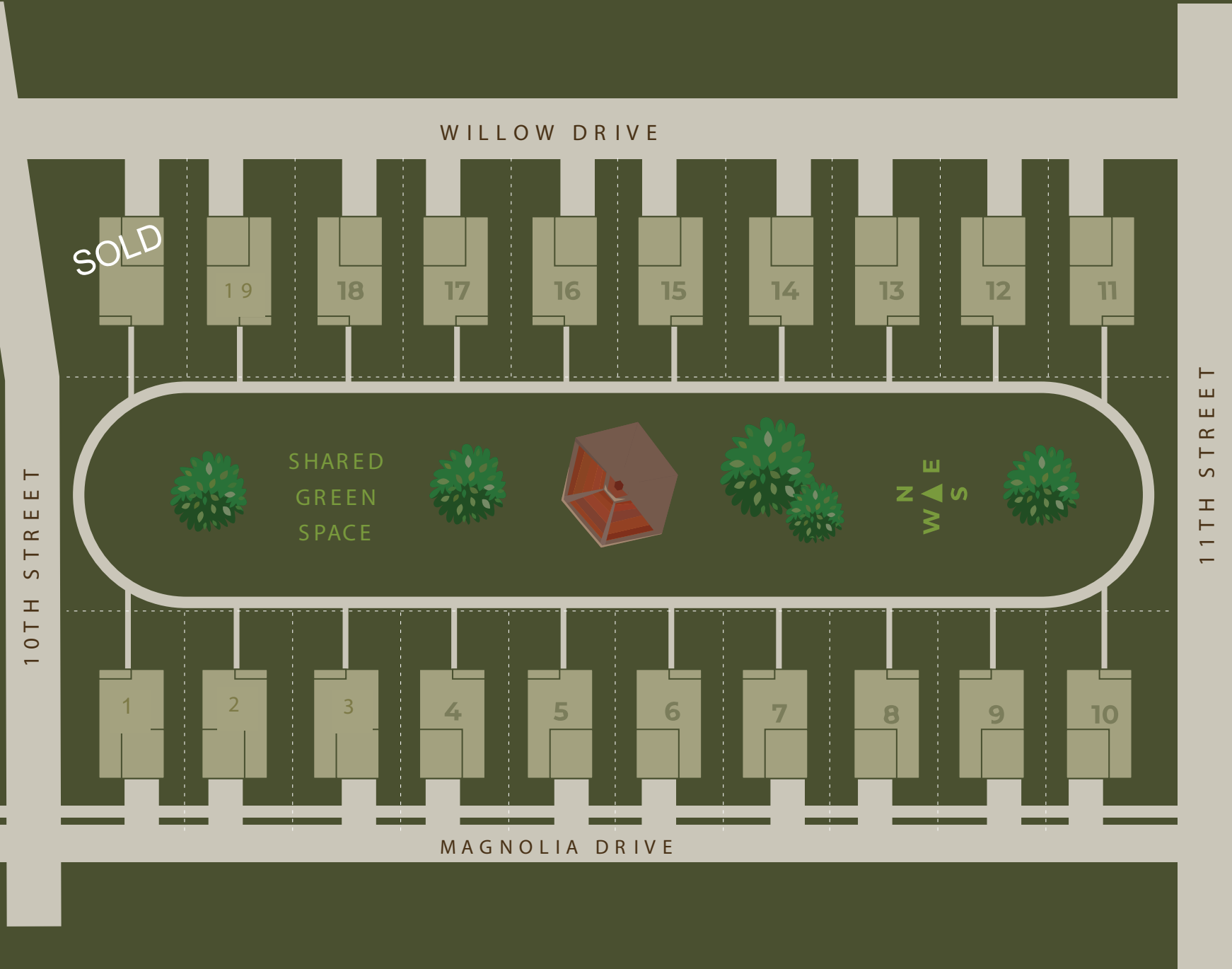
FUTURE DEVELOPMENT

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STADIUM VIEW SUBDIVISION

Stadium View Pocket Neighborhood Manning, IA



2 Bed | 2 Bath | 2 Car Garage | Basement Option
Homes Starting in the \$270's

The June



BUILDING IN MANNING



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MORE AFFORDABLE CHOICES



\$0
DOWN
PAYMENT

\$0
CLOSING
COSTS

33-38
YEAR
MORTGAGE

4.125*%
INTEREST
RATE

NO PRIVATE MORTGAGE
INSURANCE

FAIR OR NO
CREDIT OK

Our ultimate goal is to bring more affordable housing options to rural areas. Outside of our building efforts, we highly encourage rural buyers to research the US DA 502 Direct Home Loan Program.



THANK YOU



SCAN ME

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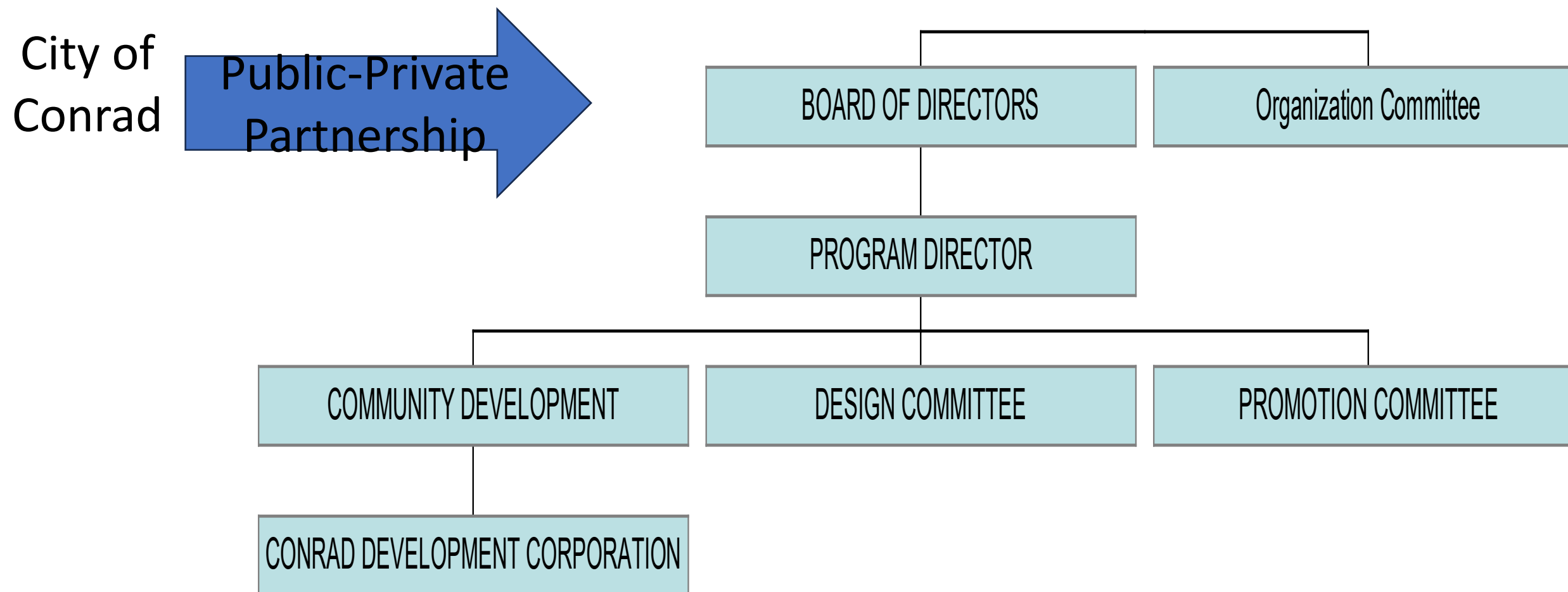
CONRAD IOWA

32 YEARS OF
COMMUNITY
INITIATED
HOUSING
DEVELOPMENT



Development Organizational Structure

Conrad Chamber Main Street



DEVELOPMENT HISTORY

- 1991 Wolf Creek Estates I 11 home sites – sold out in 15 months
- 1994 Wolf Creek Estates II 12 home sites – sold out in approx. 24 months
- 1994 Tucker Trail 14 home sites – sold out in approx. 24 months
- 2001 Wolf Creek Estates III 25 home sites – 2 sites left
- 2020 Catherine Farmer 50 sites 6 sold- 2 home fully constructed

CURRENT ASSESSED VALUE HOMES BUILT

\$17,244,260



OUR VALUE PROPOSITIONS

- Selling quality of life not home sites
 - Conrad video [IMAGINE // CONRAD, IOWA - YouTube](#)
- Larger lot sizes with full curb/gutter & utilities
- Basic services and specialty shops
- High percentage of owner-occupied homes
- Lowest property tax levy in the region
- Strong tax base with several major employers
- Strong Agri-Business presence
- **REBATES VS TAX ABATEMENT OR FREE LOTS**



REBATE STRUCTURE

FIRST THREE DEVELOPMENTS

- Lots priced at development cost (\$13-\$15K)
- \$1,000 rebate upon purchase of the lot, \$4,000 rebate when home is ready for occupancy

FOURTH DEVELOPMENT

- Cost per lot development – approx. \$25K
- No rebate. Lots priced at discounted price (\$18-\$20K)

FIFTH DEVELOPMENT

Lots priced at cost of development less City buydown

- \$1,000 rebate upon purchase of the lot 50% total rebate of lot price when home is ready for occupancy-generally limited to 12 months
- Total Rebate Available = \$17.5K-\$25K per lot

Financing

- City loans Development Corp money for land purchase
- City funds all infrastructure development via GO Bond issue
- City Debt is structured with a balloon or buydown on the front end to minimize tax levy impact
- Development Corp pays the City back as lots are sold less the rebate holdbacks.
- Any shortfall on repayment is made up through future TIF capture



Historical Demographics

38% built by existing residents

55% built by new families to the community

63% of new families have school age children

38% built by existing residents opened up low-moderate income homes for new and existing residents some of whom also have school age children

LESSONS LEARNED

- It takes a community to raise new housing development in rural communities
- CRITICAL- solid public-private partnership for success
- If you build it, they will not come – Spec builders and Developers
- **In our case** – rebates work better than discounts, tax abatements or free lots.
- Despite our best efforts, still can't crack the new rental housing dilemma in rural communities
- Strategically focus on strengthening your existing assets and be clear about your target market.

THANK YOU

