



YesHaus. Perhaps the Best Future of Housing.



Editor's note: The homebuilding industry is an old and entrenched business, and for good reason. Building homes is difficult, and changes in design and materials can often create expensive unforeseen mistakes. When things go wrong, homebuilders get sued. No wonder they are hesitant to change their approach.

When you consider the vagaries of building homes stick-by-stick, and out in the open air, it's a wonder that any home gets completed on time and within budget. And if you add the additional requirements of high-performance housing -- careful use of sealants, intact weather-resistant barriers, lots of insulation that needs to stay dry, ongoing performance testing -- it becomes very difficult to get the job done as reliably as we

would like. And when the quality of the installation fails, so does the performance.

One solution is to pre-fabricate some or all components of the home. It's a dream that many of us have had for years now. You build as much as you can in a factory, where the weather and the lighting is perfect, and you can always find your tools. Then you haul these components out to the site and assemble them into an integrated whole, with the knowledge that you have controlled the performance of the assembly in a manner this is far superior to the typical stick-built home.

This very process is alive and well in the form of a company called YesHaus. They're located near Bozeman, Montana, and we think that their product looks very, very hopeful.

Why not build every home to a high level of energy efficiency? Why not take advantage of the most effective building science strategies, and recent advances in heating and cooling equipment? And, why not make these homes net-zero, so they consume no energy?

These are not new questions—yet we have not yet seen the systemic change in attitude and practice in the building industry that is needed to make it happen. My partner Bernhard Uhl and I are asking these questions and more. And our solution is called YesHaus.

YesHaus is more than a construction business—it's our vision of how to change the way we build homes. And we're following a market-driven approach.

The homebuilding industry is tough, quickly weeding out novices. It's driven by profits that are quickly eroded by site conditions, weather, variable markets, the cost of money, and labor shortages. It's little wonder we don't see much widespread innovation.

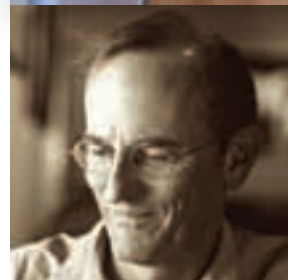
Yet we have asked, "What if we standardized the building process, refined the details for various climate zones, and optimized energy efficiency?"

And what about price? We believe it is simple to meet the objectives we have outlined if we build homes in the million-dollar market. Yet, at YesHaus, we have targeted a market in the range of \$300-500,000.

So we're faced with the most interesting challenge of providing high-quality efficient housing at an affordable price point. We've wondered if it's possible to build marketable single family homes with a HERS rating of under 50, at a price of less than \$250,000. We think the answer is YES.

We intend to lead the market in this direction through a combination of smart business management, common sense, wise design, and consumer demand.

With five homes under our belts and two more nearing completion, our results have been impressive. The HERS ratings on these homes have ranged from 42 to 48. The learning curve has been steep. But we will figure it out, and YesHaus will change the housing industry. Stay tuned.



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