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CHECK OUT OUR <u>INTRODUCTION TO</u>

COMMUNITY SYSTEMS VIDEO FOR

A QUICK LOOK AT THE BENEFITS OF

COMMUNITY PROPANE SYSTEMS.

A SEAMLESS GAS SOLUTION

FOR BUILDERS AND DEVELOPERS PLANNING NEW COMMUNITIES. THE AVAILABILITY OF GAS AMENITIES IS A KEY CONSIDERATION IN BUILDING HOMES THAT ARE MARKETABLE AND STAND UP TO THE COMPETITION.



But in some communities, building with natural gas simply isn't possible or cost-effective. Propane offers a versatile, scalable source of gas that works with virtually any type of community or location. And for communities that are particularly large or dense, community propane systems offer a seamless energy option that operates just like a traditional natural gas system.

Community propane systems, also known as jurisdictional systems, deliver propane gas through a network of underground pipes that connect to the homes with individual gas meters. In these systems, a tank or tanks are installed in a central location below or above ground in a low-visibility common area. Because each home is separately metered, the homeowner pays only for the propane

they use after they use it — just like with natural gas.

A community propane system can also power other home and community amenities, such as backup generators, pools, clubhouses, and even gas lamps. And builders can offer the superior performance and efficiency of gas heating, water heating, cooking, fireplaces, clothes drying and more.

This e-hook collects our most valuable resources and case studies on community propane systems in a comprehensive format that makes it easy to evaluate this option and share with your construction and community partners.

So whether you're a developer looking for an option to offer gas access on vour builder lots or a homebuilder who wants to offer the most-competitive amenities possible, these real-world stories illustrate the marketing and revenue opportunities available through community propane systems and offer best practices on evaluating and implementing them in your own projects.

IS A COMMUNITY **PROPANE SYSTEM RIGHT FOR YOUR** PROJECT?

If you say "yes" to one or more of these questions, it might be time to talk to a propane retailer about a community system.

- · Is natural gas unavailable?
- · Is extending a natural gas line to the area too expensive?
- · Are you building multiple residences?
- · Do you want to bring additional value to the property?
- · Are aesthetics important to the community?
- · Do residents prefer gas appliances?
- · Will convenience be important to residents?
- · Is it important that you meet green building standards?

To get more insight on these questions, check out "Eight questions developers should ask about energy" on propane.com.

KFY COMMUNITY **SYSTEM MILESTONES**

Beginning

· Decide placement

propane Contact a propane supplier

Decision to use

- · Agree on system ownership, operations, · Permits and installation terms
- of propane storage
- Propane provider creates site plans and specs
- begins

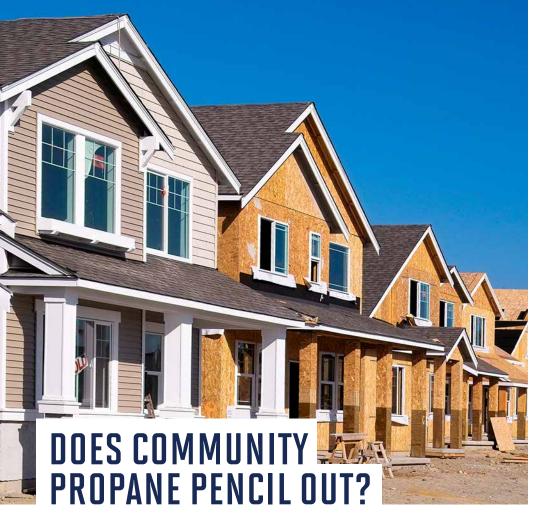
gas lines

- · Propane provider · Plumber runs installs community interior gas lines Connect
- Home construction gas systems

Middle

- · First propane delivery
- · Test equipment
- · Homeowners move in
- · Homeowners receive regular monthly bill from propane providers

End



IF YOU'VE TAKEN THE STEP TO READ THIS E-BOOK, THEN YOU KNOW IT'S IMPORTANT TO DO YOUR DUE DILIGENCE ON ENERGY SYSTEMS FOR YOUR COMMUNITY. WE'RE HERE TO HELP. WITH THIS TEMPLATE, WE'VE PROVIDED A GUIDED MODEL TO HELP YOU ESTIMATE THE ADDED COSTS, AND REVENUE OPPORTUNITIES, OF USING COMMUNITY PROPANE, NATURAL GAS, OR ALL-ELECTRIC IN YOUR PROJECT.

ENERGY COST AND REVENUE WORKSHEET

	COMMUNITY PROPANE	NATURAL GAS	ALL-ELECTRIC
UTILITY/VENDOR FEES: Depending on your market, extending natural gas lines can cost as much as \$1 million per mile, and the cost to the developer may be unreasonable or prohibitive. Propane providers may take on some of the cost of designing and installing a community propane system in exchange for connection fees and/or an agreement to provide the community's propane. Enter the fees for natural gas or propane infrastructure.	\$	\$	\$
HOUSE PLAN DESIGN: If you normally construct homes with gas, switching to all-electric may require changes to your standard offerings — or vice versa. Enter any costs to create or modify your home plans for all-electric or gas.	S	\$	S
construction costs: Propane and natural gas homes will need to be plumbed for gas lines, while all-electric homes may require upgraded electrical service and additional high-voltage outlets. Enter additional costs to construct gas or all-electric homes.	S	\$	S
PRICE PREMIUM: In many markets and price points, buyers will pay a premium for the energy efficiency of gas heating and water heating, upgraded appliances such as gas ranges, or unique amenities such as fireplaces. Enter the estimated price premium for a gas home, as well as any price premium for natural gas vs. propane, and subtract it from the costs above.	-\$	-S	-\$
OPTIONS REVENUE: With propane, builders can offer many additional options such as backup generators, fireplaces, and barbecue connections. Enter your anticipated revenue from gas options and subtract it from the costs.	-\$	-\$	-\$
TOTAL COSTS:	s	s	s



In addition to more-standard offerings such as water heaters, cooktops, and fireplaces, swimming pools, spas, and outdoor kitchens are popular propane-fueled amenities at the higher-end homes in Lakes Edge.

PLANNING AND DEVELOPING A SUCCESSFUL PROPANE COMMUNITY

PROPANE COMMUNITIES SUCH AS LAKES EDGE WILL STAND OUT FOR BUILDERS AND THEIR CUSTOMERS.

When developer Clint Jones acquired the land for the Lakes Edge community outside of Austin, Texas, he knew it was a winner. The 48-acre parcel was in the school district for Westlake High School, consistently rated as one of the best high schools in the state, and because the landlocked district is almost completely built out, it was the first large community in the district in decades. So it comes as little surprise that sales in the community have been stellar since builders Ashton Woods and Trendmaker Homes purchased the 118 home sites in 2017. And while the fantastic school district played a role in the community's

success, another factor was the upfront planning Jones did to ensure that, although the area has no access to natural gas, the builders had a gas option through a <u>community propane system</u>.



Because Clint Jones' builder clients come into new communities expecting gas, they don't have to make big changes to their sales or construction practices to accommodate propane.

7 planning tips

Jones, president of Regal
Land Development, based
in New Braunfels, Texas, has
become adept at planning for
community propane systems
after working with Harris Baker,
president of Austin-based
HBH Gas Systems, to design a
community propane system.
After the success of the first
project, Jones has been using
centralized propane systems
ever since. (The Build With

Propane newsletter <u>previously profiled the Reserve at Lake Travis</u>, a high-end resort community Jones developed with a community propane system.] He offers these tips for planning for a successful and profitable community.

1. Be prepared for the gas question.

When Jones approaches builders to offer available lots, they typically have a checklist of questions: How's the water? How's the waste water? What about cable?

"One of the inevitable questions they'll have is, 'Are you going to have gas?'" Jones says. Not being able to offer a gas option, either through natural gas or propane, would leave a developer in a predicament.

2. Decide between individual tanks and a community system.

"When you've got the smaller lots and you're trying to squeeze the home on there and all the other stuff that goes in there, a lot of times there's not the space in there that you would need to throw in a propane tank," Jones says. "We go to the centralized propane system because generally you can put it in one particular location. It takes up a small amount of space."

LAKES EDGE

BEE CAVE. TEXAS

PROPANE AMENITIES



Water heating



Cooking



Fireplaces



Outdoor amenities



Spa heating

3. Choose a propane storage site strategically.

Jones likes to choose an area for the propane storage tanks where the propane provider can refill them with little disruption to the community. At Lakes Edge, he built a small parking area outside of the community's entry gate where the propane company can easily pull in and fill up the tanks without driving through the community.

4. Bring your trades together as early as possible.

At the outset of the project, Jones brought every trade together in his civil engineer's office to discuss the community's overall plans and create real coordination between the different contractors. In many cases, the gas lines can go in the same trench as the electricity. Getting specs and plans from your electric company and propane provider upfront allows the engineer to incorporate those services in the main overall plan set.

5. The propane provider may pay for the gas infrastructure.

In Lakes Edge, Pinnacle Propane provides all of the community's propane infrastructure at its own cost and therefore owns the system and serves as the exclusive propane provider. While there's no single formula, the financial arrangement at Lakes Edge is not uncommon: The propane provider collects connection fees from the builders to cover a portion of its capital expenditure for the system's cost, yardlines, or meter sets. In areas lacking jurisdictional pricing

regulation, the agreement protects homeowners by stipulating that the propane provider can't charge above-market rates as defined by retail data.

While Jones prefers that arrangement because of his good relationship, and good past experiences, with his propane provider, developers also have the option to pay for their own propane infrastructure. "You basically contract for someone to come out and fill the tanks," Jones says. "That gives you the flexibility that if you're disappointed in one company, you can go to another company."



Involve your builders in the propane agreement.

As part of the agreement with the propane provider, the builders in Lakes Edge pay a connection fee and agree to install a minimum number of propane appliances.

"The builders are very much in the conversation when I'm having that dialogue," Jones says. "But the builders

I've found see it as a positive because of some of the options and upgrades, like the outdoor kitchens. They really want it in there because that's a selling point for them."

7. Know that working with propane is likely to be a smooth experience for the builder.

Since Jones' builder clients come into new communities expecting gas, they don't have to make big changes to their sales or construction practices to accommodate propane. "Their models, all of their spec homes — it would be a bigger change if they didn't have any gas," Jones says.

With no more large tracts of land in Westlake High School's district, it's likely that Lakes Edge will be the last community of its kind in the neighborhood. But if Jones' record is any indication, it won't be the last he develops with gas provided through a propane community system.



FOR ITS TOWNHOME COMMUNITY IN A DENSE PHILADELPHIA SUBURB, ROCKWELL CUSTOM SWITCHED TO A PROPANE COMMUNITY SYSTEM WHEN NATURAL GAS FEES THREATENED TO SCUTTLE THE PROJECT.

It's not often that developers happen upon clear land in a densely populated inner suburb.

So when Rockwell Custom had the opportunity to develop a small, wooded plot in Drexel Hill, Pennsylvania, just 7 miles from the city center of Philadelphia, the developer jumped on it. The land, owned by a large cemetery, had been used for years to dump the cemetery's grass clippings, but the owners were finally ready to sell.

It was an ideal spot to build 24 new townhomes that would face virtually no newconstruction competition. Dubbed Creekside at Llanerch, the community would bring a short commute and modern features such as open floorplans, large closets, two-car garages, and new appliances to a neighborhood filled with older resale properties.

There was just one hitch: It was too expensive to bring in natural gas.

"The public utility wanted us to pay for the line, and it just didn't make sense," says Tom Burleigh, Rockwell Custom's general manager, who oversees portions of the company's development, construction, and sales operations. "They gave me a rough estimate for it, and it was going to cost upward of \$150,000." The cost might have come close to scrapping the project. Adding \$6,000 or more to the cost of homes in the \$200,000–250,000 price range would have a significant impact on margins.

Communitywide propane

So the developer turned to a solution that would provide the homes with the same desirable gas amenities without the exorbitant expense: a **community propane system**.

The developer's propane provider, <u>Liberty Propane</u>, was able to design a system that doesn't change the way homeowners perceive gas coming into their homes. Rather than individual tanks, the homes are served by a central propane storage system that distributes propane to each home just like a natural gas line.

"Each house is individually metered, so customers only pay for the gas that they use in their home," Burleigh says. "The additional benefit is that the tanks are remotely monitored, so the customer never worries about 'Am I going to run out of gas?' because Liberty Propane can monitor that remotely and be able to fill those tanks on demand." The propane storage will be located at the entrance to the cul-de-sac community so the propane can be delivered with minimal disturbance to homeowners.

Gas vs. electric

The community's new-construction features are a major advantage over resale homes in the infill location, so Rockwell Custom never considered forgoing gas amenities.

"I think gas systems are what's expected in new construction," Burleigh says.



"When people are buying new construction, they want the best amenities out there. And the best amenities out there are your gas fireplaces, your gas tankless water heaters. They want those modern-day luxuries that electric just can't offer sometimes. Being able to offer those to our customers gives us a tremendous



opportunity to increase not only our sales with the customers but also our reputation in this market."

Rockwell Custom will offer propane appliances for five major energy uses in the home — space heating, water heating, cooking, clothes drying, and fireplaces — so that homeowners can maximize both the performance and efficiency of their homes.

"We live in an on-demand world, and being able to offer propane gives us the opportunity to offer systems like high-efficiency gas furnaces and high-efficiency gas water heating that give people their hot water and the comfort of their home heating on demand," Burleigh says.

With propane as the community's infill solution, Rockwell Custom can truly maximize the value of its property,
Burleigh says. "I would say being able to offer all-gas appliances is only going to make the demand for the houses greater.
Being able to offer those appliances makes them more competitive and gives us an opportunity to really satisfy the market."

ROCKWELL CUSTOM HAD THE
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ONE HITCH: IT WAS TOO EXPENSIVE
TO BRING IN NATURAL GAS.

CREEKSIDE AT LLANERCH

DREXEL HILL, PENNSYLVANIA

PROPANE AMENITIES



Space heating



Water heating



Cooking



Clothes drying



Fireplaces

Base plans run from 1,450 to 1,750 square feet but can expand to just over 2,000 square feet. Base prices start in the \$340s, and the average outsale price is around \$460,000. Buyers can choose options such as propane clothes dryers, stubs for outdoor gas grills, and sealed propane fireplaces.

273 HOMES, 1 PROPANE DISTRIBUTION SYSTEM

FOR A LARGE, DENSELY BUILT COMMUNITY ON KENT ISLAND, MARYLAND, MCKEE BUILDERS CHOSE A PROPANE COMMUNITY SYSTEM THAT SIMPLIFIED CONSTRUCTION — AND THAT WAS AN EASY SELL TO 55+ BUYERS.

Builder Mick Kenney has noticed that two passions stand out among homebuyers at his Bay Bridge Cove community: wine and cooking.

Two recent celebrity chef events at the 55+ community on Kent Island, Maryland, have received major turnout, and that interest carries through to the new-home sales process. Homebuyers meet with a kitchen designer in the community's kitchen showroom, and they've been spending big on upgrades. "This particular buyer and this demographic, they're looking for the gourmet kitchen, which means a double-wall oven and a really nice gas cooktop," says Kenney, vice president of new homes for McKee Builders.

With demand for gas so high, going all-electric wasn't in the conversation when McKee Builders developed the 273-home community on an island without access to natural gas. Propane would fuel the amenities buyers demand. And by utilizing a **community propane distribution system**, the builder could fuel all of the homes in the densely built community from centralized propane storage without the logistical and construction challenges of individual tanks.

"For ease of construction, it makes a ton of sense," Kenney says of the propane distribution system supplied by Liberty Propane. "There's so much less infrastructure in the ground." Individual tanks would have quickly cluttered the community's small lots. Instead, each home is individually metered, with a gas line running from buried tanks located in common space. Buyers, especially in this demographic, love the simplicity.

"We have quite a few people who will be lock and leave, who will be in another residence for part of the year," Kenney says. The buyers won't have to coordinate with a retailer for propane deliveries. "Not having to deal with that stuff is big for them," he says.

Attracting 55+ buyers

Located just off the Chesapeake Bay Bridge, across the bay from Annapolis,

Bay Bridge Cove attracts downsizers from the Western Shore region of Maryland outside Baltimore and Annapolis, Kenney says. They're familiar with Kent Island after traveling through it on the way to the beach, and they're eager to escape the congestion on the western side of the bridge.



Each home at Bay Bridge Cove has an individually metered propane connection, with lines running to centralized propane storage tanks buried in common space. Homeowners are billed for propane by usage, just as they would be for natural gas service.

"We love the feel of the project, just the whole general area," Kenney says. "When you get there, you feel like you're on vacation. There's tons of water access for people who like that. It's not far from the Eastern Shore to the beaches. There's lots of culture there, lots of opportunity for people to get involved in community activities. It just hit all the boxes for us."

But it wouldn't feel much like vacation if buyers didn't have access to the gas amenities they expect in their home. In addition to cooking, propane furnaces for heating were a must, Kenney says. "We know that with our demographic, 55+, there is definitely a negative feeling about all-electric heat pumps," he says. "People hear 'heat pump' and they go, 'Oh no.' So we definitely were looking at propane from the start for heating and for optional cooking, for sure."

Propane fireplaces are an optional amenity that about 40 percent of buyers opt for, mostly for the aesthetic value, Kenney says. Propane clothes dryers and stubs for outdoor grills are also available as options.

A 5,100-square-foot clubhouse serves as the heart of the community, with a fitness center, swimming pool, bocce court, and tennis courts. Having propane available allowed the builder to equip the clubhouse with a gas fireplace and a small outdoor kitchen with a propane fire pit. The pool will also be heated by propane. "We always do a heated pool in our communities, and it's always gaspowered," Kenney says.

Gas appliances add value to the homes at Bay Bridge Cove, but the propane infrastructure is cost-neutral. McKee Builders paid only for the engineering fees; Liberty Propane supplies, installs, and owns the gas infrastructure. Liberty also offers a rebate for each propane hookup, which McKee passes through to the buyer as a credit on their first invoice.

Frank McKee, the owner of McKee
Builders, purchased the land for Bay
Bridge Cove in 1999, and it took more
than 16 years to get through all the
approvals. But the project finally broke
ground in 2016, and sales in 2017 were
strong, with 27 contracts completed in
the first half of the year. With lower real
estate prices than areas west of the
Chesapeake Bay Bridge, the community
feels like a bargain, Kenney says —
especially when buyers can have all
the amenities they desire in a dream
retirement home.

BAY BRIDGE COVE

STEVENSVILLE, MARYLAND

PROPANE AMENITIES



Space heating



Cooking



Clothes drying



Fireplaces



Outdoor amenities



PROPANE GIVES BUILDERS MORE OPTIONS ON LAND

WHERE LAND PRICES AND ASSOCIATED DEVELOPMENT FEES ARE RISING, CHOOSING PROPANE HELPS BUILDERS AVOID SACRIFICING AMENITIES.

For builders competing in today's tight land market, the question of whether a piece of dirt is worth buying boils down to two variables: how much they'll pay per improved lot and how quickly they can get homes to market on that piece of land. It turns out, building with propane can help turn both of those numbers to builders' advantage.

Just take the example of Doylestown Greene, a community of 25 half-acre lots originally developed by K. Hovnanian, before being sold to Toll Brothers, in Doylestown Township, Pennsylvania. The community, which recently finished selling out, shows how building with propane can reduce development costs and speed up development timelines.

Rick Buchholz, who was the director of land acquisition at K. Hovnanian when the company was competing to buy the property, saw the opportunity to grab a great parcel in the heart of the hot Bucks County, Pennsylvania, market. But the lots weren't served by natural gas, even though a nearby community was. Without natural gas, he'd be at a competitive disadvantage if he built homes served only by electricity because access to popular gas-powered amenities such as fireplaces, spas, and outdoor kitchens can often affect a customer's purchase decision. Selling those types of options also helps add to a builder's bottom line.

"The natural gas infrastructure was only about a quarter mile away," says Buchholz, now president of homebuilding consultancy Waypoint Construction Services. "But there was a state highway that separated us from it. We ran the numbers, and extending the gas line to go across an overpass was not only going to add a couple hundred thousand dollars to the project, the design and approvals for it were going to add a year or more to the build. It just wouldn't have made sense."

In other words, both numbers that are critical to a builder's success — the cost per improved lot and the pace at which the builder could get those homes to market — would have been negatively impacted by extending the natural gas infrastructure. The solution was a partnership with nearby Liberty Propane to install propane on site at the community, with no cost to the builder and at an accelerated pace.

CARRIAGE HILL

PLUMSTEAD TOWNSHIP, PENNSYLVANIA

PROPANE AMENITIES



Space heating



Water heating



Cooking



Clothes drying



Fireplaces



Outdoor amenities

"When we purchased the property, it was fully approved," Buchholz says. "All the entitlements were in place, so you could go in there, pull permits, and start building houses."

Buchholz says Doylestown Greene is just one example of how builders can use propane to their advantage in a market where finished lots sell at a premium and large parcels of land are increasingly hard to come by.

Land prices and fees are rising

For example, according to the Lincoln Institute of Land Policy, land prices across the U.S. rose by an average of 42 percent between 2013 and 2016 (the latest figures available). In popular urban areas, the increase was even greater: more than 208 percent in Fort Worth, Texas, and 156 percent in Tampa, Florida. Meanwhile, impact fees have also been on the rise. According to the National Association of Home Builders, the contribution of government fees to a home's final cost increased 29.8 percent between 2011 and 2016.

Building with propane can help offset those increases. For example, because propane can be installed on site without expensive infrastructure investment on the builder's part, builders can look farther out from the city and town centers, where more land is typically available, without having to compromise on the options they offer buyers, as they would with electric-only homes. Buchholz says that in his own area, that's exactly what builders are doing, as the market has now extended past Plumstead Township, Pennsylvania, halfway between Trenton, New Jersey, and Allentown, Pennsylvania.

"They're pushing into areas that haven't seen a lot of new community because there's obviously more ground out there," Buchholz says. "Those communities are seeing more community now than they've ever imagined, and natural gas isn't there yet." Instead, propane offers developers a ready gas option.

In addition to cheaper land, impact fees in less-developed areas can also be lower, while smaller municipalities may not have as much red tape.

But Buchholz also often reminds clients that propane can be used in denser infill areas as well. He points to Carriage Hill, a community of 563 condos, townhomes, and single-family homes recently completed in Plumstead Township, which is served by a jurisdictional propane system.



Carriage Hill's 563 condos, townhomes, and single-family houses are served by an individually metered central propane distribution system.

"I talk to builders who build on small lots that may be just 8,000 square feet, and they say they can't really use propane because they don't have room," Buchholz says. "But I'll show them something like Carriage Hill and say, 'Yes, you can. You can probably still find room for a tank on the lot, and if you can't, you can put in a jurisdictional system.""

For builders who haven't built with propane before, the learning curve isn't steep, especially when it comes to interfacing with their established plans and processes.

"Builders want to use their prior communities as a template for their next one," Buchholz says. "They want to be able to push a button and have purchase orders sent out because the fewer changes they have to make within their system, the more efficient they're going to be. The beauty of building with propane is the only thing they really have to do is change the model number on the stove."

Messaging to homebuyers

Maybe the biggest hurdle for builders who haven't built with propane yet is learning how to sell its benefits to their end homebuyer customers. Those benefits include propane's clean emissions, high efficiency ratings for heating both water and living spaces, and the comfort of the heat it produces.

"Sometimes, builders who are used to natural gas and then put propane into a community think, 'OK, we've got propane; we just won't say anything about it,"
Buchholz says. "But I think that's a misstep because they're underselling it. You have a really good product here, and you want to let your customer know that. You want to use it to your advantage."

With builders competing over land in most markets in the country, that propane advantage can help them get a leg up while building faster and offering more options in areas where the numbers might not otherwise add up.



PROJECT SNAPSHOTS

Builders across the country are using community propane systems in large or densely built communities to provide buyers with desirable gas amenities in locations where natural gas is cost-prohibitive or unavailable. Check out "Community Propane Systems:

An Energy and Technology Solution for Developers, Builders, and Homeowners" at the Propane Training Academy for additional project examples.



The Courtyards at CollegevilleCollegeville, Pennsylvania

The Courtyards at Collegeville, a 65unit active adult townhome project by Michael Anthony Homes, includes three- and four-unit clusters of attached homes within a park-like setting. Among a wealth of standard features, homeowners enjoy high-

efficiency propane space- and water-heating systems and cooking appliances. Running municipal natural gas lines to the project was cost-prohibitive, so the builder worked with a local propane supplier to bury more than 20 1,000-gallon propane tanks on the site, each serving no more than three units.



Meadowcreek

College Station, Texas

Built around a large community propane system, Stylecraft Builders' Meadowcreek subdivision outside of College Station, Texas, is an entry-level, first-time homebuyer community. Stylecraft built the homes there with propane-fueled

furnaces, water heaters, kitchen ranges, and clothes dryers. Propane-fueled space- and water-heating systems are extremely energy-efficient, with plenty of Energy Star-qualified models available, helping Stylecraft reduce energy bills for its homeowners.



Chamberlain Commons Kennebunk, Maine

Built by Patco Construction, the townhomes at Chamberlain Commons in Kennebunk, Maine, are being sold primarily to downsizing couples. A community propane system, supplied by central underground tanks with individual meters in each unit, allowed

Patco Co-Owner Mark Patterson to meet customers' demands for propanepowered amenities such as boilers for domestic hot water and baseboard radiator heat, a feature that wouldn't be possible with electric heat pumps. The homes also feature propane fireplaces, ranges, and clothes dryers.



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