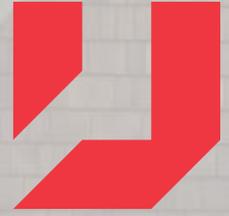


# PROFIT BUILDERS

FOR CUSTOM HOME CONSTRUCTION



**UNILOCK**  
DESIGNED TO CONNECT.



Artline, Brussels Dimensional and Ledgestone

**UNILOCK**<sup>®</sup>  
DESIGNED TO CONNECT.

Unilock products have been **the choice of architects**, landscape architects, engineers and contractors across North America for **over 45 years**. Whether the project is a prestigious commercial property, municipal streetscape or private residence, our Unilock team has been there, to provide fit for purpose products and exceptional support.

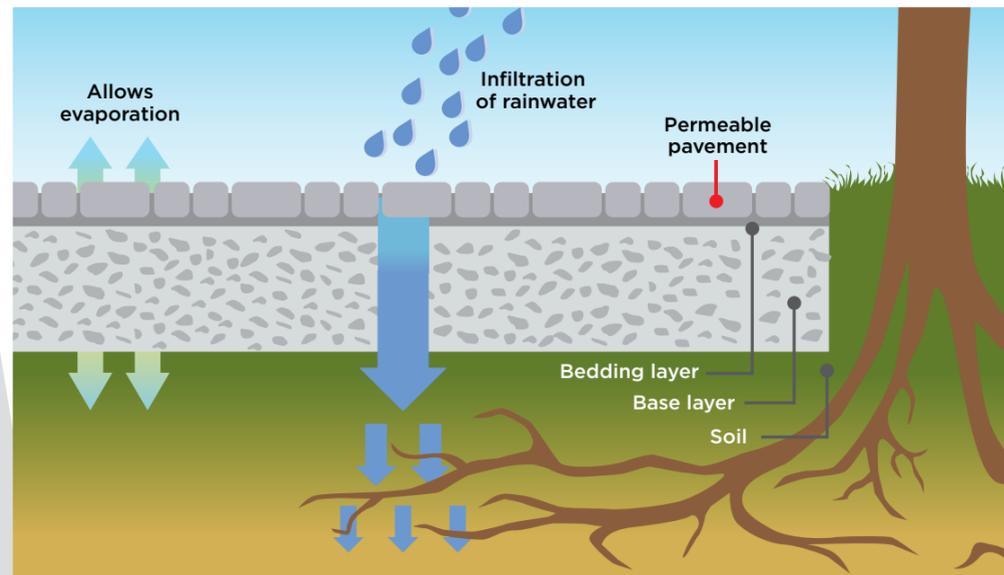
We welcome the opportunity to work with you, to develop **profit building strategies** for your next custom home development project. From maximizing the land available for building on the site, to increasing the speed at which developments are sold out, our Unilock team is eager to help you with **exceptional customer service** and products that are second to none.



## PROFIT BUILDER #1 LOW IMPACT DESIGN

Whether building one home or ten, increasing square footage is a sure fire way to increase revenue. Maximize square footage in your next build by utilizing Low Impact Design (LID) methods.

**Permeable Paving** is a popular LID strategy that can help builders increase saleable square footage in municipalities that place restrictions on the ratio of permeable to impermeable surfaces on the site.



The pavers used in a permeable installation are made with extra space between them so rainwater can flow through permeable base materials and back into the earth below.

**USING PERMEABLE PAVING** for residential driveways and streetscapes not only allows builders to increase the size of the impermeable building footprint, but it also reduces the cost of storm water management infrastructure.



### BENEFITS OF LOW IMPACT DESIGN

- | Build bigger on the same site
- | Decrease storm water ponds
- | Decrease costs of storm drain piping and inlet structures
- | Make infill home projects possible.
- | Contribute to LEED® certification and qualify for incentives from the government



The pavers used in a permeable installation look very similar to traditional pavers, but are made with extra space between them so rainwater can flow back into the earth below, instead of running off the surface into storm sewers.

Special materials are used in the base and joints to encourage water to flow through.

## UNILOCK CAN HELP YOU

- | Develop a site plan to increase space for impervious structures and secure LEED® credits
- | Determine base material requirements to support permeable paving
- | Select permeable pavers that support the site's design intent
- | Identify pavers that satisfy your project's functional demands, from light pedestrian to heavy duty vehicular
- | Connect with landscape designers and Unilock Authorized Contractors



## PERMEABLE PAVER OPTIONS

No longer are the design possibilities stymied due to lack of style choices, with Unilock the possibilities range from the classic rectangular, to old-world heritage brick, to multi-unit riven finish, hexagonal and even long, linear plank. Combined with the custom capabilities for your large-scale projects, the possibilities are endless and uncompromising.



ECO-LINE®



CITY PARK PAVER™



ECO-PRIORA™



THORNBURY™



ECO-OPTILOC™



TOWN HALL®



ECO-PROMENADE™



TRIBECA COBBLE™

Consult your regional Product Data Resource Guide to find locally stocked products and colors.



## AUTUMN TRAILS

**DEVELOPER, ALTERNATIVE ENERGY BUILDERS** found that customers were willing to pay approximately 10% more than conventional construction for residences with the lower operating costs of energy efficient designs and low-impact development strategies such as permeable pavement.

The project shown here, Autumn Trails in Moline, Illinois, is an example of permeable Unilock pavers, Ecoloc®, being used to contribute to this goal, and deliver significant short and long term cost savings.

The base of this installation was designed to store approximately 6.5 inches of rainfall from roofs, sidewalks and driveways to accommodate both common rainstorms and most heavy ones. In the event that soil becomes saturated during extremely heavy rains, the pavement is designed to overflow and drain at one end into a small retention pond. The water that collects in this retention pond is then used to irrigate lawns.

During winter, snow melts more quickly on permeable pavement because water drains more freely from the surface. This reduces snow-plowing costs, salt use and slip hazards from ice.

As well, the use of permeable paving allowed the development to meet municipal requirements for pervious/impervious ratio cover, while constructing more housing units compared to designing with asphalt.

### **COST SAVINGS:**

- | Eliminated storm water runoff fees
- | Smaller detention pond
- | Eliminated storm sewer inlets and pipes
- | Decreased snow plowing and de-icing

### **REVENUE UPSIDE:**

- | More housing units
- | Increased sale price

Buyers are willing to pay **10% more** for energy efficient designs.

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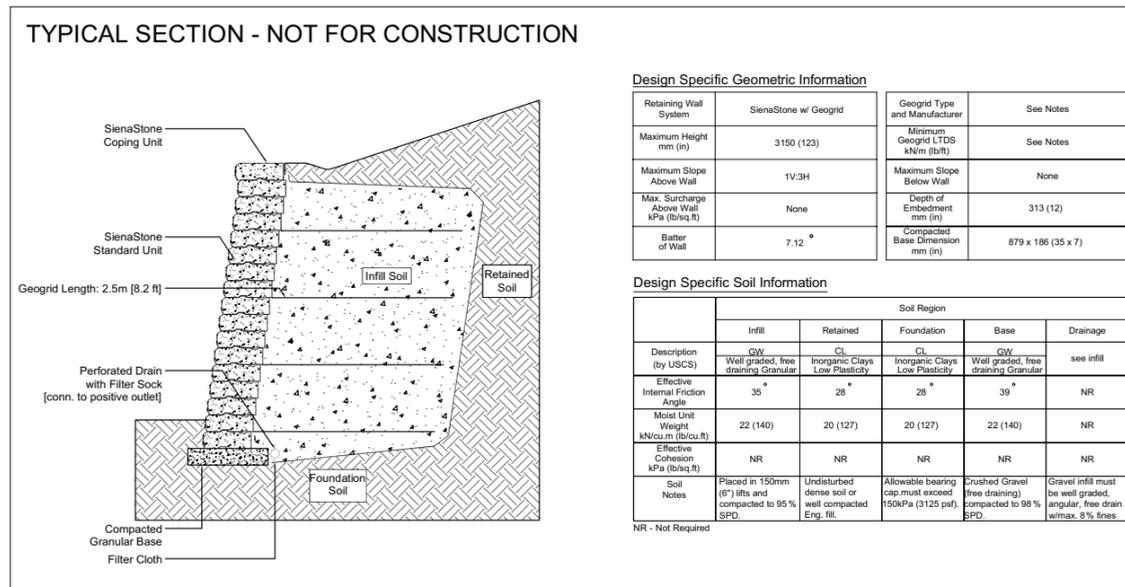
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# PROFIT BUILDER #2 INCREASE USABLE ACREAGE

## RETAINING WALLS

**THE NATURAL TOPOGRAPHY** of a site brings unique beauty to custom home builds but can also be limiting. In the past, the utilitarian appearance of large scale retaining walls has discouraged premium residential builders from using them to unlock land in their developments. However, today there are a wide variety of **attractive retaining wall** options, and local Unilock representatives are available to **assist with engineering** to meet your site's custom demands.



The solid block construction of Unilock retaining walls saves cost and improves durability compared to more labour intensive hollow core blocks, and there are a wide range of Unilock wall block sizes, colors and textures to choose from.

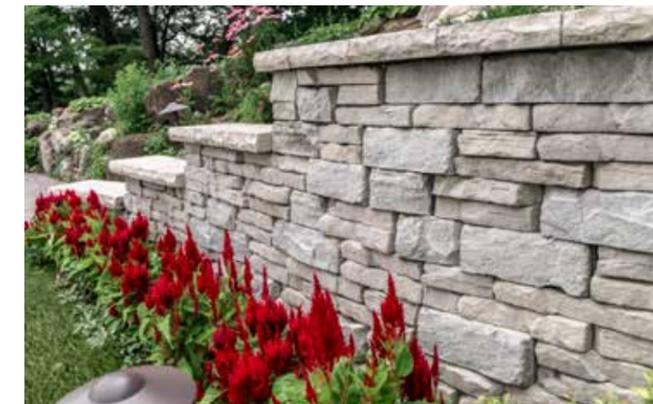
## BENEFITS OF RETAINING WALLS

- | Build bigger on the same site
- | Tame hillside yards for more saleable outdoor spaces
- | Level sites for more efficient construction
- | Create visual interest

Carved out the biggest profit from your building lot.

## UNILOCK CAN HELP YOU

- | Design engineered walls that will meet your site requirements
- | Explore the design possibilities from our extensive line of products for low or high walls
- | Select the right product from our extensive line of solid block modular systems
- | Source precedent projects that illustrate the long term performance of the Unilock products you select



## RETAINING WALL PROJECT EXAMPLE

### CUTOME HOME IN OHIO

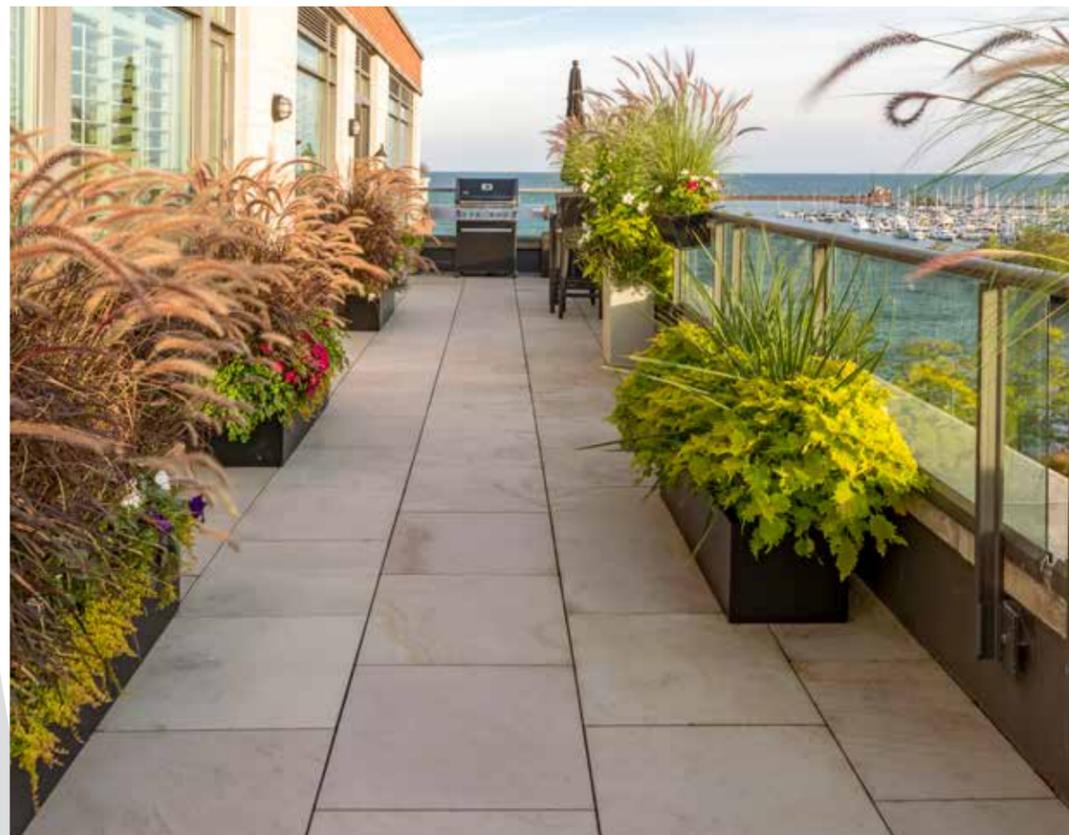
A Unilock SiennaStone® retaining wall was used to create an expansive outdoor living space where homeowners could enjoy the waterside views that this custom home site affords. The tiered, two-level wall also protects the backyard property from seasonal flooding that could occur from the riverway, ensuring that this extended living space will remain high and dry.





## PROFIT BUILDER #3 INCREASE SALEABLE LIVING SPACE

Well designed outdoor spaces can be functional year-round and can be as much a part of the home as interior spaces. Roof deck patios are becoming increasingly popular, giving homeowners unique views of the surrounding property, and builders an opportunity to create new saleable living space **without increasing the building footprint.**



Demand for outdoor living spaces  
has grown 70% since 2013.

*According to American Institute of Architects*

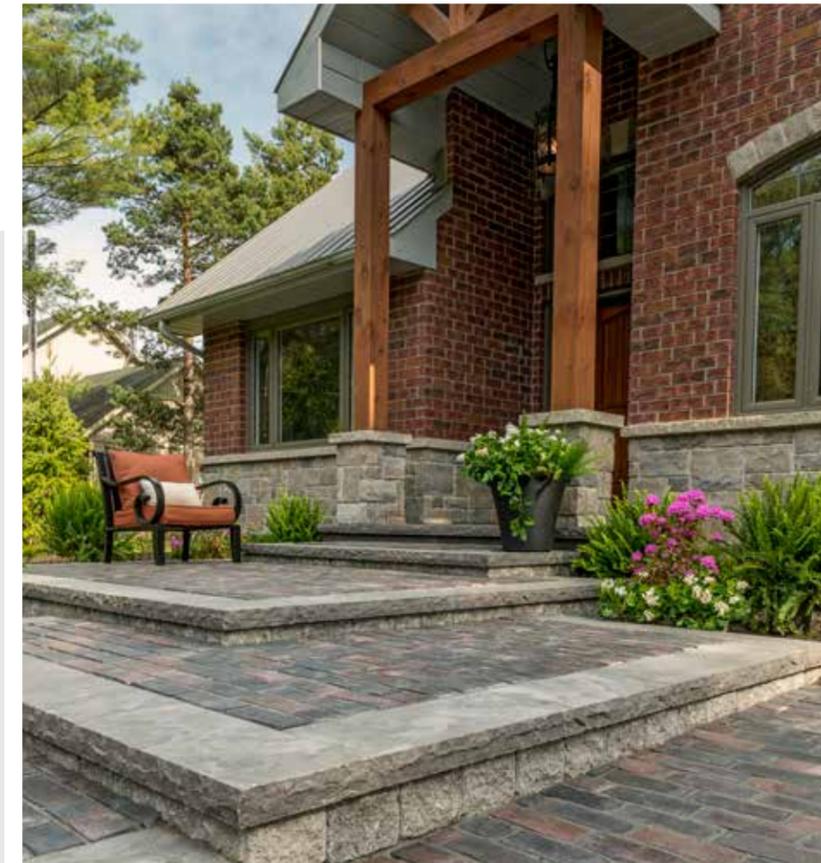
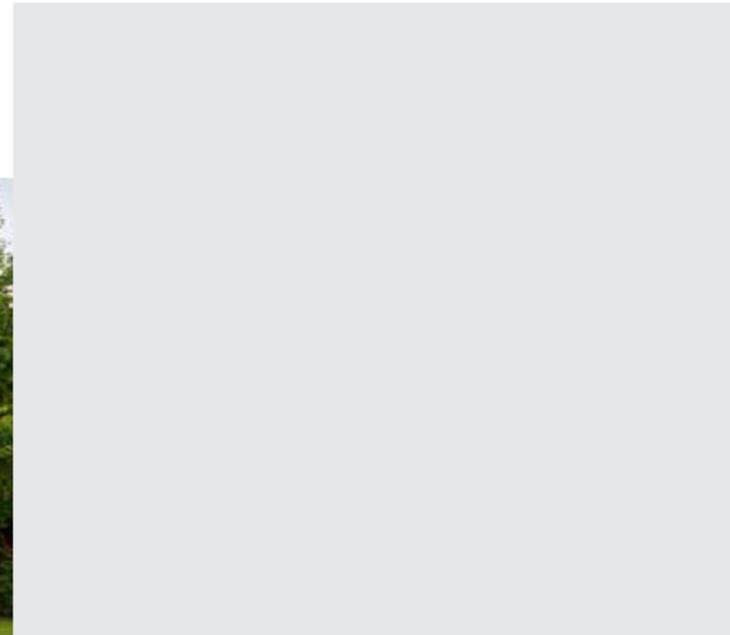
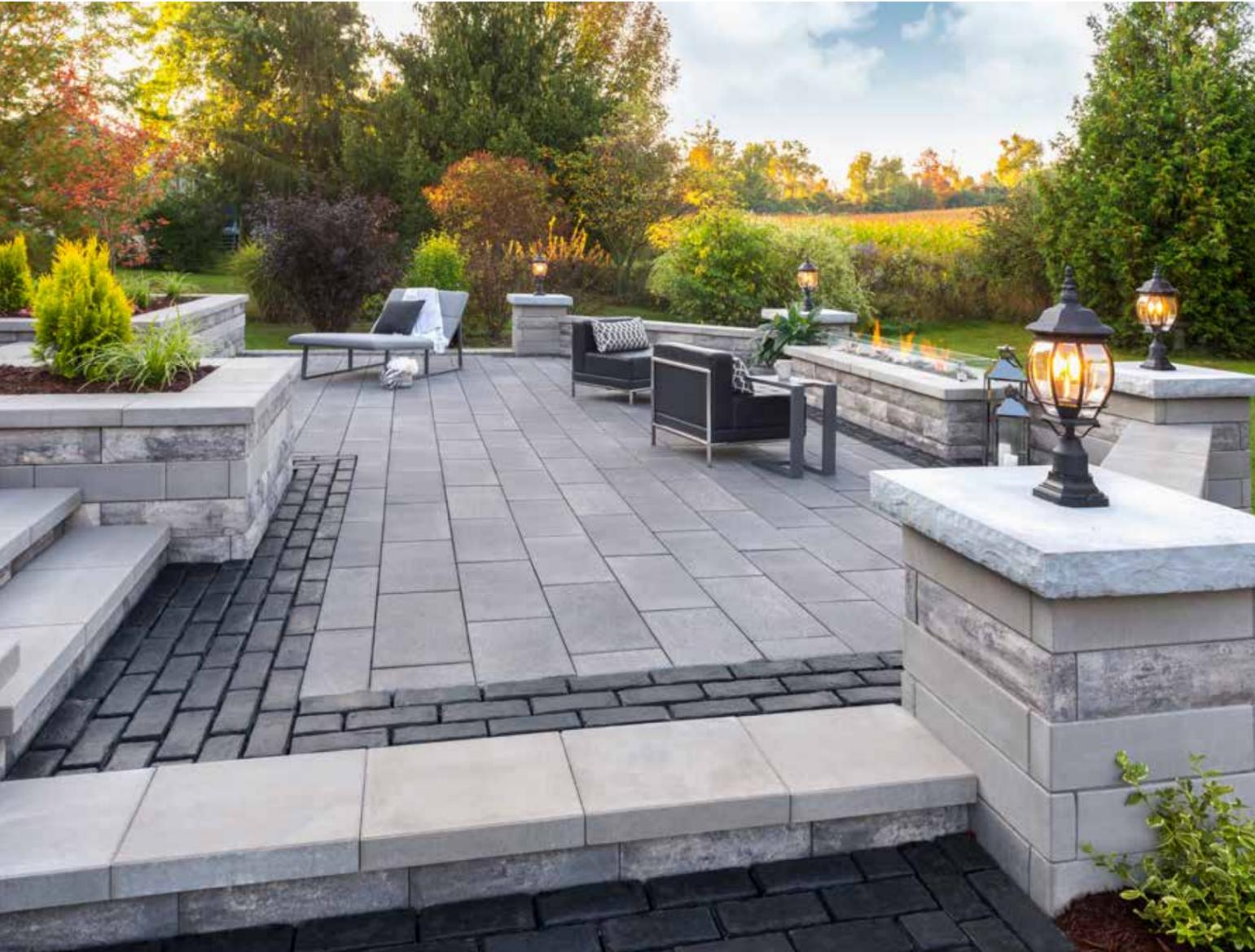
## BENEFITS OF OUTDOOR UPGRADE PACKAGES

- | Leverage this as a **competitive advantage** versus competitors
- | Save purchasers cost and hassle of future construction
- | Increase **saleable square footage**
- | Increase buyer satisfaction with a home that is ready for them to fully enjoy



## UNILOCK CAN HELP YOU

- | Connect with landscape designers and Unilock Authorized Contractors
- | Develop 3D designs that will help you sell outdoor living spaces to potential buyers
- | Design a custom home upgrade package that is operationally efficient for your business
- | Select Unilock products that are well suited to the design aesthetic of your projects



### OUTDOOR UPGRADE EXAMPLE

#### UMBRIANO PATIO IN ONTARIO

"Having a spacious outdoor living space has allowed our family to relax outdoors during the spring, summer, and fall months. Whether it's dinner outside or a full blown party, the space is beautiful and very practical. It's increased our enjoyment of the property tenfold and has made our home complete."





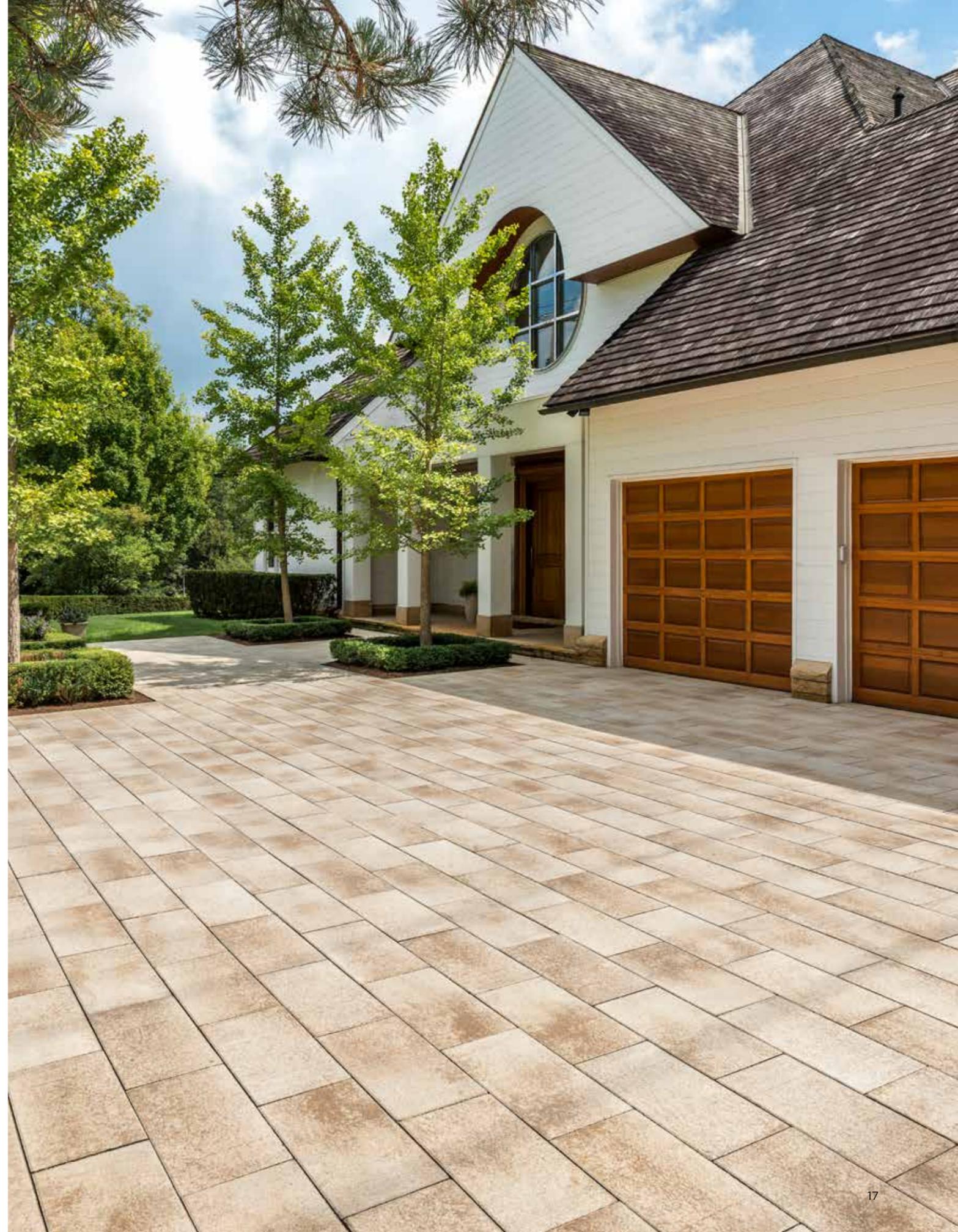
## PROFIT BUILDER #4 SELL HOMES FASTER

In multi-home developments, the degree to which completed homes appear 'finished', can impact the rate of sale for remaining lots. Custom home builders who offer exterior upgrade packages provide buyers with an **opportunity to finance paver driveways**, walkways and front entrances upfront in conjunction with their home mortgage. This results in quicker delivery of the **curb appeal** that drives sales of remaining lots in the development.

Transform the outdoors of your custom home builds with Unilock paver and wall products. From traditional to modern, Unilock offers an unrivaled variety of colors, styles and textures you can't get anywhere else.

**ENDURACOLOR™**  
**PLUS** ARCHITECTURAL FINISHES **THE BEST CHOICE.**

**ONLY UNILOCK OFFERS ENDURACOLOR PLUS ARCHITECTURAL FINISHES.** These products set a new standard for everlasting beauty thanks to proprietary blends of some of nature's highest performing minerals such as granite and quartz, combined with manufacturing technologies that are exclusive to Unilock.



## BENEFITS OF CURB APPEAL

- | Sell remaining lots **faster**
- | Ensure continuation of your development's design aesthetic
- | Provides your development with a **competitive advantage** versus other builders

## HOW CAN UNILOCK PRODUCTS HELP?

- | Extensive collection of product styles, finishes and colors
- | Exclusive manufacturing technologies for top quality, long-lasting, durable product
- | Improved installation methods and techniques for guaranteed performance
- | Design assistance tools to aid homeowner visualization
- | Transferable Lifetime Guarantee



### CURB APPEAL EXAMPLE

#### CUSTOM RICHCLIFF® ENTRANCE

From the moment you first lay eyes on entrance of this custom home, you know it's something special. The unique north star design inlay, constructed from various Unilock products and colors, sets the stage for all that this home has to offer and enhances its arts and crafts architectural style. In comparison, imagine how a gravel or asphalt driveway would have sold this home far short of its potential.

Good driveway design is all about the arrival experience. Often overlooked, the driveway and entrance says something special about the place.





We welcome the opportunity to work with you, to develop **profit building strategies** for your next custom home development project. Contact us today at **1-800-UNILOCK** for a complete product catalog, or to arrange a one on one consultation a local Unilock representative.

With over 10 billion stones in the ground, we continue to offer a Transferable Lifetime Guarantee on our products. Our guarantee was the first of its kind in the industry, and while other manufacturers have tried to imitate it, you just need to see them side by side to see the difference. Theirs are padded with self-protecting fine print and stipulations. Ours is not.



We provide a Transferable Lifetime Guarantee on the structural integrity of our paving stones, slabs and retaining wall units for residential use. Any materials installed and maintained to our guidelines, and subject to normal wear, that prove defective, will be replaced without cost. Color matching cannot be guaranteed and replacement labour is not included.



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