



EPCON[®]
Communities

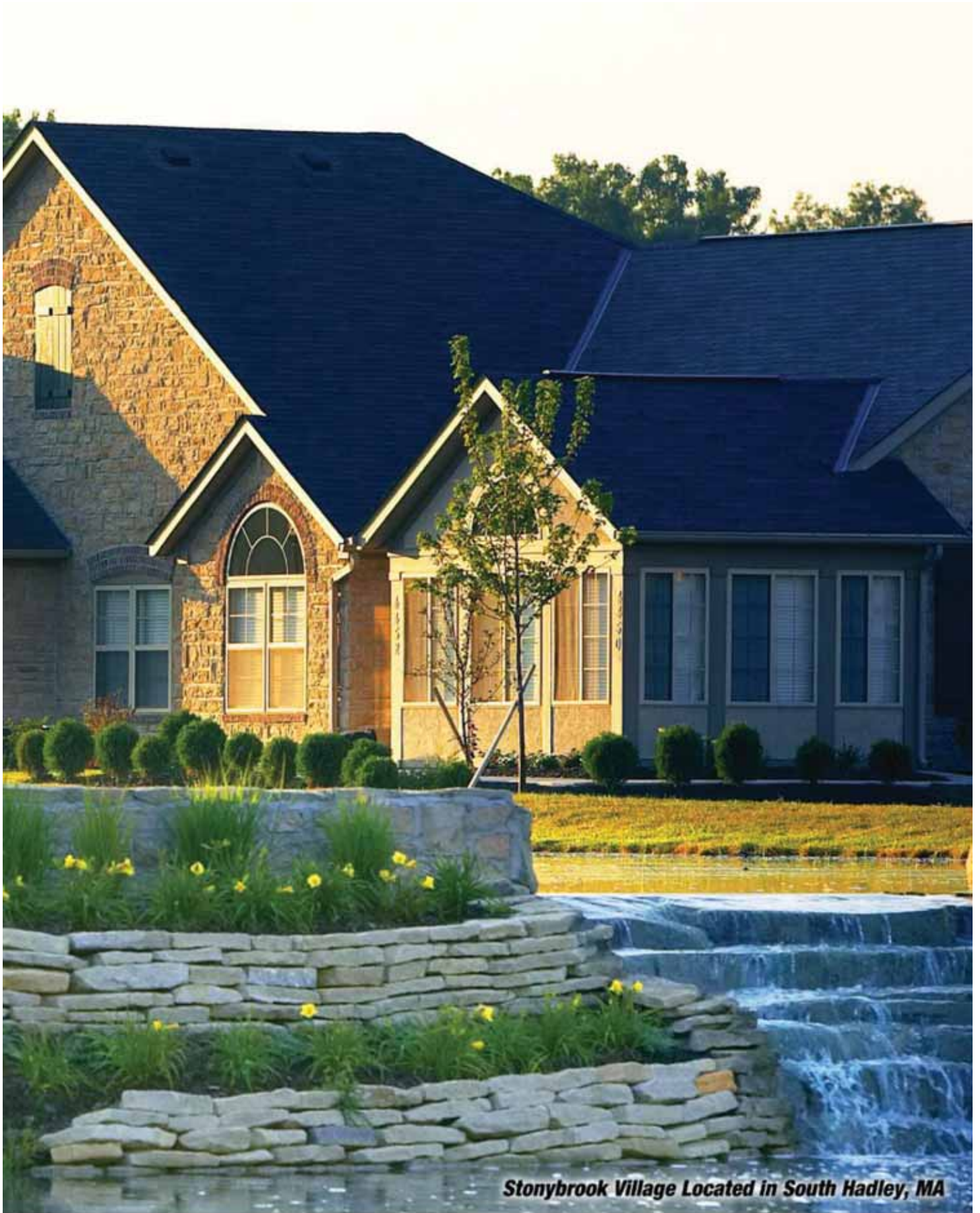
A Trusted Brand of Quality Comfort & Design

For the first time in US history, there has been a dramatic shift in the age composition of the U.S. population. According to the US Census Bureau, there are currently 79.5 million people over the age of 55, comprising 25% of the US population and 43% of US households. It is the first time in the nation's history that people 55+ are the largest group in terms of size and percentage of population. That percentage is projected to continue to grow for the next 20 to 30 years.

Though Epcon was founded in 1986 in Columbus, Ohio, the company seemed to have a good idea of what the future would hold when they designed their first housing product with the 50+ homebuyer in mind.

Founders Ed Bacome and Phil Fankhauser recognized that residential home builders had overlooked the needs and wants of the maturing homebuyer. Construc-





Stonybrook Village Located in South Hadley, MA



tion on their first single-story living community began immediately and was very well received. The popularity of Epcon homes spread throughout Central Ohio and by 1995, Epcon Communities Franchising, LLC was established in response to the demand and to help service this growing market niche across the nation.

PIONEERS IN MAINTENANCE-FREE LIVING

Being one of the few companies that build maintenance-free communities for 50+ homebuyers, and the only condominium

franchise in the country, Epcon has established both a solid reputation in the residential housing industry as well as a strong network of franchise owners.

According to VP of Franchising Tim Rini, a key factor behind Epcon's success is the design of the homes. Having invested over a million and a half dollars into research and development, and working closely with talented national architects, Epcon created homes that have the needs of their customers built-in, creating a superior product to anything else on the market.

Since inception, Epcon has built ap-

Established in 2009, our headquarters is based in Warman, SK.
We specialize in small, medium and large construction projects as well as commercial retail space.

FC Fire Cliff
Developments

Tel: 306-933-2070
Fax: 306-933-2077
Email: sales@FireCliff.ca
www.firecliff.ca



proximately 28,000 homes across 30 states and is currently ranked as the 36th largest homebuilder in the United States (Builder Magazine, May 2014). “What I really see as one of our biggest assets is the great variety we offer within our product,” states Rini.

Though the product is aimed primarily toward empty nesters and baby boomers, the 2-3 bedroom homes and condos have become quite attractive to young professionals who appreciate the hassle-free lifestyle that Epcon homes offer.

MORE THAN JUST A HOME

In order to ensure that Epcon home buyers

don't have to worry about many of the least appealing aspects of being a home owner, Epcon developments typically provide exterior care and landscaping through a dedicated HOA. With HOA fees soaring across the country, Epcon wanted to make sure that their customers get good value for their money.

The company has provided their residents with several amenities at a competitive rate. Most communities have a clubhouse with a party room, kitchen, exercise room and swimming pool. Smaller communities may have a picnic pavilion or a cabana that has a swimming pool facility; a smaller sized





DUPONT™ TYVEK® HOMEWRAP®
Builder Magazine's Top-Rated Weather Barrier
 17 Years in a Row



For Energy Efficient, Durable Homes

WWW.WEATHERIZATION.TYVEK.COM OR CALL 1-800-44-TYVEK

Copyright © 2014 DuPont. All rights reserved. The DuPont Oval, DuPont™, and Tyvek® are trademarks or registered trademarks of DuPont or its affiliates.



Lennox knows you don't compromise and neither do we. That's why we dedicate ourselves to product innovation and customer service. So go ahead, get comfortable.



T : 614-206-5916
 E : chris.burge@lennoxind.com
 W : www.lennox.com





party room and an exercise area. “After 28 years of research and talking with our customers and franchise owners, we really believe we understand the market and our customers’ needs more than our competition,” says Rob Krohn, Marketing Manager for the company.

FRIENDLY FRANCHISES


According to Rini, the company has a very close relationship with all of its franchise owners, communicating with them often and providing them with site visits, market


reports, best practices, an annual conference focused on sales and construction and much more. As a franchise owner, they are provided with the Epcon Business Blueprint, with all of the related tools and resources required to get started on building an Epcon community.

Though franchise owners are expected to evolve their business practices on their own, Epcon has a support center that provides franchise owners with homebuilding information, as well as the ability to talk with various people in the company from the



At Ply Gem, we make it possible for professionals to design, build and update beautiful, low-maintenance and energy efficient homes. Our comprehensive range of building products includes nearly everything on the outside of a house - from windows, doors and siding to designer accents, stone veneer, roofing and fence & rail.


 **PLY GEM**
BUILDING PRODUCTS. BUILDING SUCCESS.



[Plygem.com](http://plygem.com)

VELUX
Skylights

Add daylight and fresh air to your home with VELUX skylights and SUN TUNNEL™ skylights



veluxusa.com
whyskylights.com

CFO to the company's legal counsel in order to get proper guidance.

Epcon also ensures that franchise owners have the ability to network and work closely together for both guidance and support, which can help newer franchise owners prosper in their market area.

MARKETING

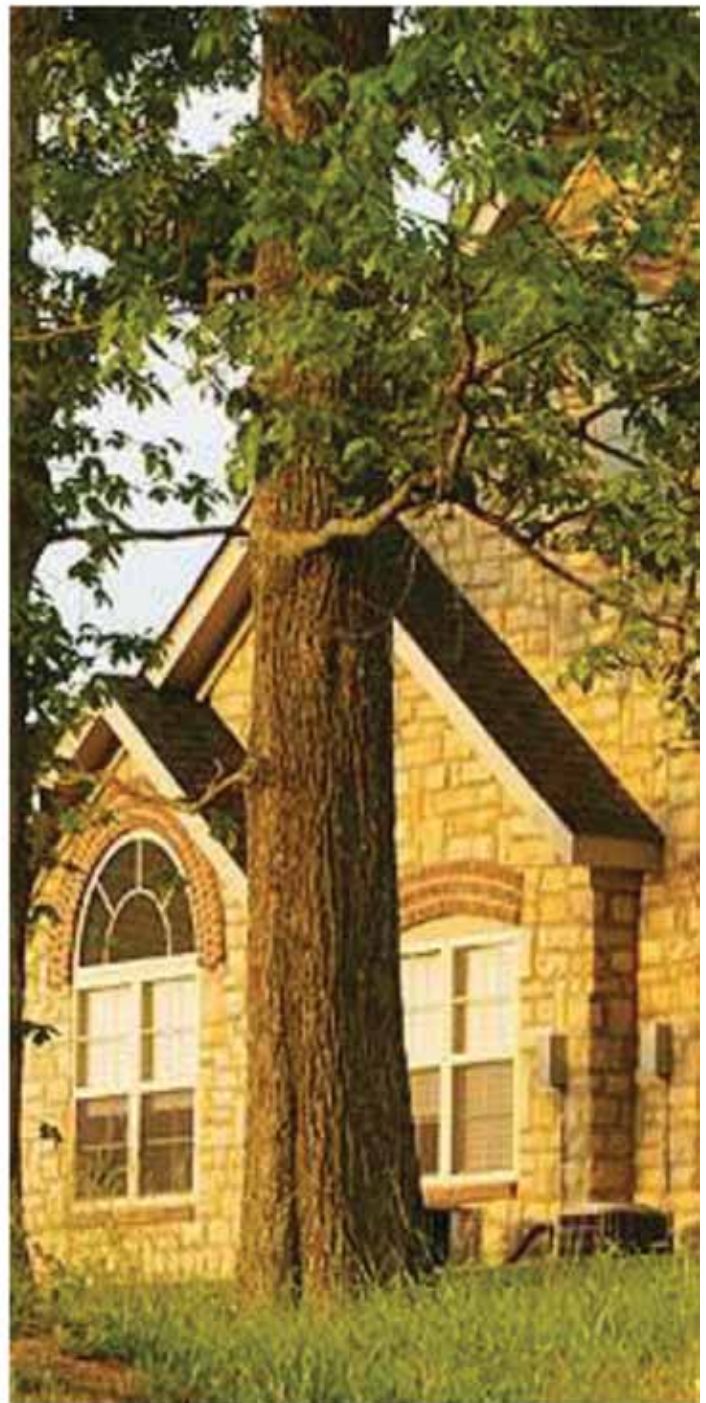
Franchise owners are able to adapt the marketing brochures and information given to them by Epcon to fit their local area and market, says Rini. "Buying a home is a very local matter and requires local marketing knowledge. We encourage franchise owners to do their own marketing while maintaining brand compliance," he states.

The company's national website plays an important role in marketing, with all locations listed online as well as an emphasis on national branding programs.

Epcon encourages professional and strong relationships with Realtors, who have a strong knowledge of their local market and can endorse the Epcon Brand to potential home buyers states Krohn.

A BRIGHT FUTURE

In 2013, Epcon came out with a second line



of detached homes that complements their initial version of the detached condos, and in 2014 they introduced a new attached product based on their original pinwheel design concept.



The company is also currently developing new attached and detached products coming into the market soon.

Listening to their customers' needs, and providing their franchise owners with

expanding support services, Epcon has created a recipe for franchise homebuilding that has cemented its position at the top of the 50+ home building market.