

Azure Printed Homes video by Kerry Tarnow 9/18/2022 transcript

Welcome back. My name is Kerry and today I'm going to show you one of the most affordable new homes on the market. I've been following the off-site construction space for a long time now, but if you're new, strap on in because there is a lot going right now. There's a bit of a flood of new companies entering the market with impressive design concepts getting a lot of attention, but there's just one problem. Nobody can get one. What we're experiencing right now is the lull between announcement and finished product, and it tends to ruffle a few feathers because people want to see these things done now. And I get it. Having to wait for something exciting, well it sucks. We want the instant gratification. The big news is that companies are moving out of the concept phase and into the prototype construction phase and today we're getting the first some of the first looks available ever. I don't always have access to the very latest photos out of factories and I know if I overuse renderings people get cheesed off. But here's the thing. If I'm talking about a brand-new home, it's either that or more of my face. What I've got today is the first looks at a new offering that is getting more press than Justin Bieber, and it's easy to see why. The company I'm talking about is called Azure Printed Homes and they are well into the build of their first Iris. What I'm going to do is give you the first look compared to the renderings, and tell you some of the exciting stuff they've got going on. That and I'll probably touch on pricing in hopes of receiving a ridiculous amount of likes to stimulate the YouTube algorithm. I'm going to cut right to the chase. This is the very first Iris model currently in production at Azure Printed Homes. What we're looking at is a home that would be in Day 3 of production if they had their full production line up and running. The way they're planning to operate their production line, the home will be printed on Day 1. Wiring and plumbing will be done on Day 2, and on Day 3 the panelized walls and spray insulation are completed bringing us to the point that this exact Iris is sitting at right now. After that they finish up a couple more walls, the HVAC, and finally the kitchen and bathroom. Then wham, it's ready to deliver. The entire process will take about a week, but that doesn't take into account any backlog that may be in front of your order. So if you order one on Monday, don't expect it on your property by Friday, okay? Since this is the prototype, and they haven't fully optimized the production line yet, it's currently located in a showroom that they're developing. But it's petty sweet to finally get a look at this thing given all the buzz. I can't rightly do this video without comparing it to the rendering, and would you look at that?! They look almost exactly the same, and it isn't even finished yet. It's been mentioned that I might be given the first look at the Iris when they get it done in a couple weeks to share with the good people who watch my channel. An exclusive, if you will. If you want to see that, drop a comment for my contact Ron, so he knows it's a good idea. Or he might give it to someone who knows with 100% certainty how to pronounce the company name. Make it happen, Ron. This whole time I've been saying Azure, but people in the comments are sure that it's Azure, and I have no idea but I never do. What I do know is that company is getting a crapload of attention lately so we need to find out what all the fuss is about. I may put the cart before the horse in this video because there are likely quite a few people watching who have never heard of Azure Printed Homes. I'm going to back up my dump truck a little bit and give a quick garth notes version of who the heck they are and what the heck they do. Azure Printed Homes is a California-based company that is changing the construction industry by leveraging the gains made in 3D printing technology and

harnessing the power of recycled plastic polymers to prefabricate backyard studios, offices, ADUs and homes 70% faster and 20 to 30% less expensive than existing construction methods. They currently have a line-up of homes available for pre-order that I'll touch on in a second, but before I get to that I want to touch on the attention they're receiving. I've said it before but I'll say it again. You could have the best product in the world, but if nobody knows about it, it's going to be hard to make a sale. Doesn't seem like a problem for these folks. If I had to guess, I'd say the reason they're making a splash lately is because they have cool designs, an interesting back story, and the price. We cannot forget about the price. These homes are some of the most affordable available and that is usually enough to get people talking. And the other factors just act as a multiplier. They've been getting featured in a bunch of different publications, but what's more impressive is their pre-order revenue. Keep in mind, I just showed you the first pictures of a half-done ADU. They haven't even built a home yet and they have \$14.1 million in pre-orders, and I've been told that \$2 million of that came in last weekend alone. Let that sink in for a second. On top of that I've heard they're in the midst of negotiations with several developers, resorts and others with bulk orders for the most part in the 5 to 20 range, with some up to 500. So it sounds like they've got a lot in the hopper that could be coming down the pipe if they can close the deals. The finally bit of news hasn't been officially confirmed or released but allegedly they're working on a deal with a certain state that would see 60 Iris units to house their unhoused in a new community representing a more permanent solution that is more affordable. Long story short, they've managed to get a lot of interest in a fairly short amount of time. So let's have a quick look at what they're doing. It makes sense that Azure has decided on the Iris for the first prototype because it's the smallest of their dwelling units. The footprint of this home is only 180 square feet but it does pack all the essentials into a small space. Unfortunately, until they get the interior of this prototype finished, we'll just have to rely on our imaginations to picture what the finished product will look like when it's done. Oh, and also renderings. We'll take a look at a few of those too. The Iris is a studio which is basically just a fancy way of saying the living room is also the bedroom. So when you walk in the front door, you're in the bedroom, living room and kitchen all at the same time. The way they set up this floor plan during the day, you've got the couch against the end wall with storage beside and the kitchen across. It's hard to tell what exactly will be in the kitchen, but strictly from the floor plan, for sure there is a sink and a cooktop. And I'm guessing there will be a fridge and likely a row of upper cabinets. I'm not going to sit here and call this a chef's kitchen, but if you think about it, it's going to be for one or two people, so in my opinion it will get the job done. This is the point in the video where people talk about the size and say there isn't enough space, but keep in mind everyone is looking for something different for different reasons. If everyone wanted the same exact thing in life (McMansion), what a boring world that would be. From where I'm sitting it seems like there are a lot of people looking for alternative options, and they'll be selling like hotcakes. So the show must go on. Behind the kitchen they've got a bathroom where you'll find the throne, a sink and what looks to be a walk-in shower. But beyond that, not a lot of detail given on the site noting standard features included so I'm really excited to see what they come out with. I've been following along with this company for awhile now and based on the pre-order activity, a lot of other people have as well. So it will be fun to see what these homes are actually look like. There has been a small adjustment to the pricing since the last video I posted which has been pretty standard with new

companies entering the market, as they take their ideas from renderings to a home people can actually buy. The current price of the Iris is listed at \$43,900, making it one of the most affordable in the space for overall price. On top of the Iris they have a full suite of homes up to 900 sqft and a backyard studio at 120 sqft. The backyard studio is an accessory space you can pick up for \$26,900 that they say adds value both to your home and life. The idea with these is they're pretty much a room that can be added to a property for whatever purpose you need or a problem you might be trying to solve. Some of the uses listed on the website include home office, artist's studio, yoga room, fitness studio, mediation room, recording studio or gaming room. Pretty much the same idea of what I'm sitting in now but probably more soundproof. If I had one, I probably wouldn't have to pause for every car that drives by when I'm recording. So far none of the larger models have been printed but will be available when they fire up production. So while we're here, why not give the pricing on those. They have the 360 sqft Marina starting at \$85,900. The 540 sqft Coral starting at \$125,900. The 720 sqft Ocean starting at \$166,900 and the 900 sqft Sapphire starting at \$204,900. Not sure what ADU they're going to print next, but would make logical sense to knock them off by size, so I'm placing my bet on the Marina. Azure Printed Homes has officially moved out of concept phase into prototype phase with their Iris that will be finished in a couple weeks. This company has been getting a ton of attention lately. The combination of design and price seems to get the people going. They should have their first Iris prototype done in a couple weeks and we'll finally see what these things are going to look like inside and out. I've enjoyed following the progress so far and don't see any reason to stop now. So I'll be following along a posting updates right here on my YouTube channel. That's all I got for today. If you like manufactured home videos, make sure to subscribe to my channel because I have new ones coming out every single week. Thanks for watching. See you in the next one.